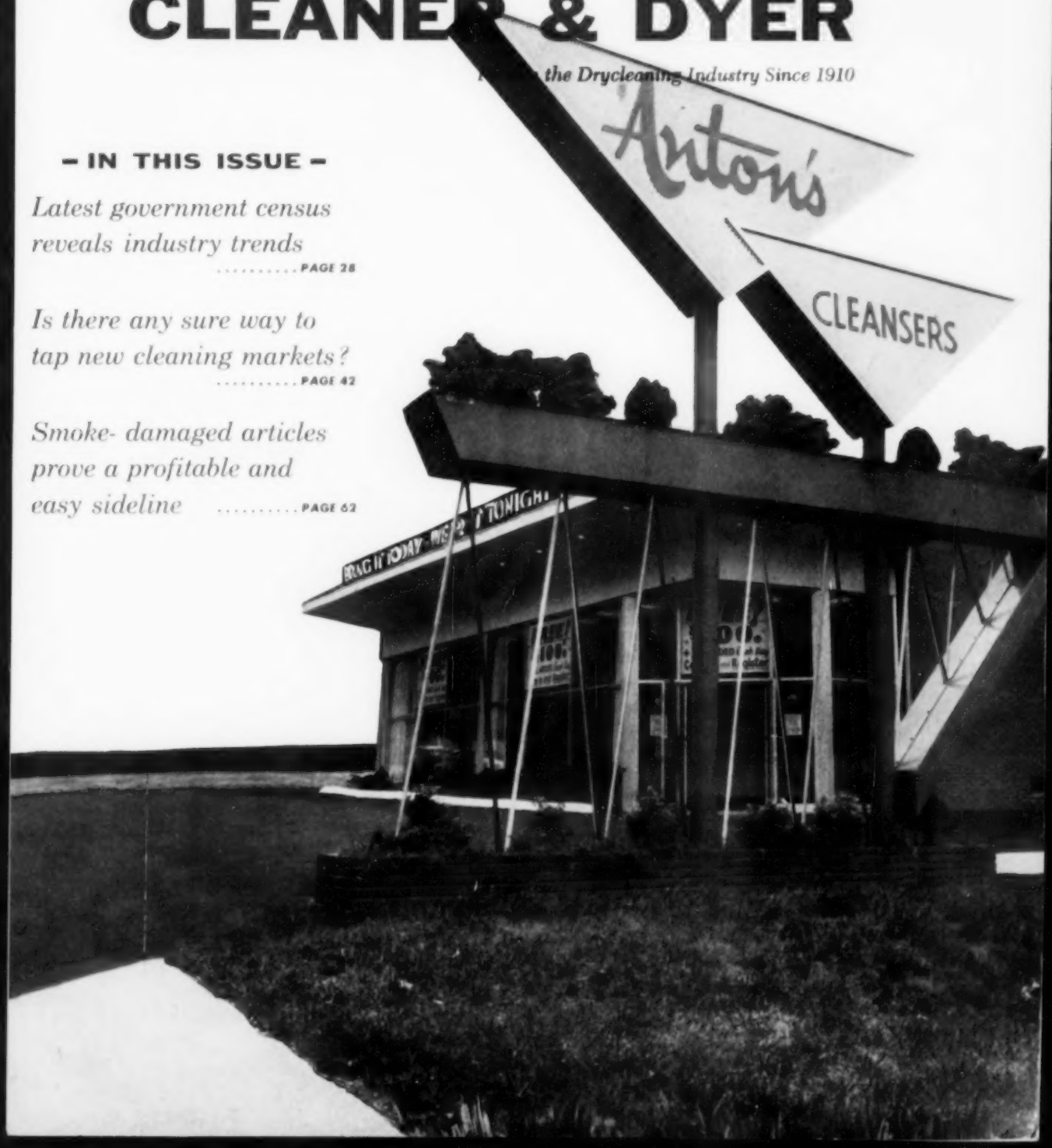
National CLEANER & DYER

SEPTEMBER, 1957

[illegible] the Drycleaning Industry Since 1910



– IN THIS ISSUE –

Latest government census reveals industry trends ..... PAGE 28

Is there any sure way to tap new cleaning markets? ..... PAGE 42

Smoke- damaged articles prove a profitable and easy sideline ..... PAGE 62

dust and lint in your solvent can clog filter screens

—use

HYFLO

—it protects screens, keeps pressures low

A proper precoat of HYFLO* will prevent dust, lint and all other insoluble impurities from clogging your filter screen or cloth. This simplifies cleaning later. And by adding HYFLO regularly, you prevent rapid pressure build-ups, and get clean solvent for many loads.

J-M HYFLO, the original high speed filter powder, removes all insoluble soil but never active detergent. Solvent remains clean longer, assuring you of fresh, odor-free garments. HYFLO makes solvent recovery almost automatic and works with every type of system, filter or solvent.

Drycleaners have relied on the efficiency and uniformity of HYFLO for over 30 years. For the name of your nearest HYFLO dealer, write Johns-Manville, Box 14, New York 16, New York. In Canada, Port Credit, Ontario.

*Trade Mark Reg. U. S. Pat. Off.

The complete filter powder service for drycleaners:

- J-M Dealers—there's one nearby, ready to serve you.
- J-M Drycleaner's Handbook—ask your dealer for the 7th Edition.
- J-M Engineers—for help on any operating problems.
- J-M Drycleaning Laboratory—constantly studying the latest cleaning methods.

Johns-Manville HYFLO

JOHNS-MANVILLE JM PRODUCTS

THE FILTER POWDER FOR CHARGED SYSTEM CLEANING

GOOD READING FOR WIDE AWAKE PLANT MANAGERS

LEARN HOW BUCKEYE CLEAN-CHARGE* CAN HELP YOU REDUCE FINISHING COSTS AND BUILD SALES VOLUME

Buckeye Clean-Charge*, with its exclusive anti-static agent, eliminates static electricity that produces drag on the buck during the finishing operation.

THIS RESULTS IN HIGHER PRODUCTION PER OPERATOR PER HOUR . . . LOWER FINISHING COSTS

You also save on classification time. Buckeye Clean-Charge* enables you to tumble light and dark, hard and soft fabrics together. Yet they come out clean, dry and completely devoid of lint. And how customers love that!

"LINT-FREE CLING-FREE*" DRY CLEANING PROCESS† CAN INCREASE YOUR BUSINESS

A forceful series of ads in leading national magazines continually reminds the public to look for cleaners that offer the "Lint-Free Cling-Free"* Dry Cleaning Process†. Make this national advertising work for you by identifying yourself with it.

MILLIONS OF WOMEN WILL READ ABOUT

"LINT-FREE CLING-FREE"* DRY CLEANING PROCESS† IN

OCTOBER

McCall's

If you want to know more about Buckeye Clean-Charge*, just drop us a note. We'll send you the complete story, along with a sample bottle of "DYP"*, the anti-static rinse for home use—another great business builder, with terrific tie-in strength!

SYMBOL OF QUALITY

THE DAVIES-YOUNG SOAP COMPANY
BOX 995 DAYTON 1, OHIO

Producers of Quality Products for the Dry Cleaning Industry Since 1844.

*Trade mark of the Davies-Young Soap Company. †U.S. Pat No. 2729576, Canadian Pat. No. 528758, other patents pending.

NATIONAL CLEANER & DYER, September, 1957. Published monthly by the Business Papers Division of The Reuben H. Donnelley Corp. Publication Office, 109 W. Chestnut Street, Lancaster, Penna., U. S. A. Executive and Editorial Offices: 305 East 45th Street, New York 17, N. Y. Subscription rates: United States and Canada, $4.00, Foreign, $6.00 per year. Volume 48, No. 9. Entered as 2nd class matter April 21, 1948, at the Post Office, Lancaster, Pa., under the act of March 3, 1879.

around the world with our editor

NATIONAL TO SHARE BUSINESS KNOW-HOW WITH DRYCLEANERS "DOWN UNDER"

Seems like the editor of NATIONAL CLEANER & DYER is never at his desk.

Living with the drycleaning industry—the only way in which an editor can truly serve it—piles up thousands of travel miles for Art Schuelke.

Latest and current single trip is well over 20,000 miles long. At the special invitation of drycleaning groups in New Zealand and Australia, Art is scheduled for a number of September speaking engagements "down under".

Significantly, Art is the only American editor to be singled out for the privilege, the honor and the responsibility.

Result:

IN BUSINESS—a generous sharing of NATIONAL CLEANER & DYER's professional, modern, authoritative, *business* know-how with drycleaners on the other side of the world.

AND IN INTERNATIONAL GOODWILL—one more important, practical demonstration of an American's (and a magazine's) constructive efforts to improve and maintain the good relationships between ourselves and the peoples of other countries.

THE HONORABLE SINCLAIR WEEKS, UNITED STATES SECRETARY OF COMMERCE . . .

SPEAKS FOR THE DRYCLEANERS OF AMERICA IN THESE TWO SCROLLS WHICH NATIONAL'S EDITOR WILL CARRY ON HIS TRIP AROUND THE WORLD.

THEY SEND THE BEST WISHES OF DRYCLEANERS HERE TO GOVERNMENT DIGNITARIES IN THE COUNTRIES "DOWN UNDER" — FOR RELAY TO DRYCLEANERS THERE.

NATIONAL CLEANER & DYER AND ITS EDITOR ARE HIGHLY AND DISTINCTIVELY HONORED TO BE THE MEANS OF DELIVERING THESE SYMBOLS OF INTERNATIONAL GOODWILL AND COOPERATION.

Washington, D. C.
September 1957

To The Honorable E. J. Halstead
Minister of Industries and Commerce
New Zealand

ervices of 'National Cleaner
caners of the United States
Best Wishes to the Dry-
nd ..... for Greater and
on the Occasion of Their

Secretary of Commerce

Washington, D. C.
September 1957

To The Honorable R. Rowe
Director of the Associated
Chambers of Commerce
Australia

Through the Good Services of 'National Cleaner & Dyer' ... The Drycleaners of the United States Join Me in Sending Best Wishes to the Drycleaners of Australia ..... for Greater and Continuing Success ... on the Occasion of Their 1957 Conference

Secretary of Commerce

There is only one Art Schuelke—"the busiest man in drycleaning"—and he edits

NATIONAL CLEANER & DYER

THE NATIONAL AND *INTERNATIONAL* AUTHORITY ON DRYCLEANING

305 East 45th Street, New York 17, N. Y. OREGON 9-4000 ABC/ABP

The...National
CLEANER & DYER

CONTENTS

VOLUME 48, NO. 9 SEPTEMBER, 1957

FEATURES

Drycleaning Sales Go Up ..... By Gerald Whitman 28
Census figures for 1954 show substantial increase

Your Guide to a Profitable Household Department 36
By Laura Herrmann Porterfield
Part 4—Easy way to finish bed coverings

How Would You Decentralize? ..... By Art Schuelke 42
This plant tried three different ways—all successful

Sweaters Flourish in Boxes ..... By William R. Palmer 50

Conveyor Cures Growing Pains ..... By Richard Vinocur 53

Guesswork Incentive Plan Gets Results ..... By Lou Bellew 56
Cuts turnover and raises production in tight labor market

Smoke-Damaged Garments Present a Profit Opportunity 62
By Harry Yeates

Perseverance Paid Off ..... By Richard Vinocur 66
Everything worked against new plant but owner came out on top

Found . . . New Cleaning Market 74

Should Labels Identify Fiber Content? 78

What Makes a Woman Buy Drycleaning? ..... By Jeanine A. Blair 95

CONVENTIONS

Mountain States 40
Pacific Northwest 86
California 86
L.C.A.T.A. 88
West Virginia 92
North and South Dakota 96

DEPARTMENTS

Signs of the Times 6
New Products and Literature 10
Business Builders 18
Gadgets and Gimmicks 20
Editorial 24
N.I.D. News 71
Association Notes 72
Legal Decisions By A. L. H. Street 85
News From the Allied Trades 98
People and Places 105
Obituaries 109
Meetings Scheduled 110
Advertisers' Index 115
Our Readers Say 116

Past, Present and Future

By the time this issue reaches you, the Back Home Day festivities will be happy and profitable memories. As always, the affair was of the highest quality. To my mind, it is *the* outstanding convention. Perhaps this is because the alumni members make up the backbone of the industry. They are the leaders. And when they get together annually, they discuss the problems, and the answers, that confront progressive managers and owners.

Because it is for the common good, nothing is held back. Everyone leaves the richer for having attended. Small wonder the topics the alumni cover become the key subjects of the following annual convention of the National Institute of Drycleaning. In turn, these ideas filter down to the state and local association meetings. It was a privilege to attend and to appear on the last show.

And that brings us to the present. I am now winging my way across the Pacific Ocean via Qantas Airlines to Australia and New Zealand. I will speak to the national conventions in both countries. This is an outstanding tribute from our friends down under to the dryceaning industry of America, and of course to this magazine. Incidentally, NATIONAL CLEANER & DYER is an international voice, going to 55 foreign countries this side of the Iron Curtain.

Personally, I am overwhelmed at this privilege. It comes on the heels of the Back Home appearance. Altogether it is more than one person has a right to expect in a lifetime, much less within a two-month span.

As for the future, I hope to bring significant and interesting articles back with me from Down Under.

On top of that, we have just finished an extensive survey of what you, the reader, want from this magazine. It is gratifying to find we have been on the right track. You can count on more and more information relating to production and sales training, as well as merchandising ideas. We want to help you make 1958 the greatest year ever. That's good for us, too.—*Art Schuelke*

REPRINT SERVICE FOR OUR READERS: Please write promptly if you want reprints of any articles appearing in this issue. Cost is $15 per 100, one side of a single sheet; $25 per 100, two sides of a single sheet. Additional 100's at $1.70, one side; $1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.

Address the Editor:
NATIONAL CLEANER & DYER
305 East 45th Street, New York 17, N. Y.

OVER 5000 SUCCESSFUL INSTALLATIONS PROVE

THE EFFICIENCY OF STREET'S

Conductivity Control

THE FIRST AUTOMATIC MOISTURE CONTROL

A great industry has been revolutionized by this ingenious technique.

Following its introduction at the Cleveland convention in '53 over 5000 of the nation's most alert plantowners have standardized on the CONDUCTIVITY CONTROL PROCESS for the automatic control of moisture.

The balance sheets and profit and loss statements of these 5000-plus plants show that (through the near elimination of wetcleaning) production costs have been so greatly reduced as to provide substantial increases in net profits.

Not only has CONDUCTIVITY CONTROL effected large savings in production costs but it has also established a new standard of quality and safety in drycleaning which is prompting hundreds of other progressive plantowners to adopt its use.

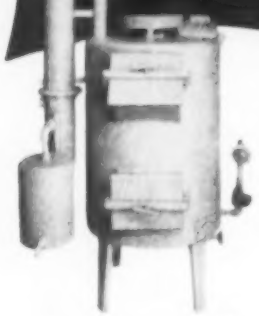
The ELECTRONIC CONDUCTIVITY CONTROL UNIT, invented, perfected, installed and serviced by STREET'S, is the only moisture control apparatus which has faced the scrutiny of a research fellowship (NID F-14) as well as widespread use in over 5000 leading plants. It is the only moisture control serviced by a corps of 50 factory trained field technicians.

ALERT PLANTOWNERS who seek the advantages of advanced research, without the risk of experimenting with the unproven, may well communicate with the inventors and sole developers of the CONDUCTIVITY CONTROL PROCESS.

R. R. STREET & CO. INC. 561 WEST MONROE ST. CHICAGO 6, ILL. U.S.A.

CANADIAN PATENTS
NO. 530,083 AND 541,730.
OTHER PATENTS PENDING

A REVOLUTIONARY ADVANCE IN SOLVENT ECONOMY



The New Pantex

PERK-X-TRACTOR

No other cooker matches its results:

- A full load cooked in 30 to 60 minutes instead of 4 to 8 hours, and done without attention.
- Solvent comes out fast . . . in a stream, not a trickle . . . . proving unheard-of efficiency.
- Recovered solvent is crystal clear.
- As little as 1 lb. steam pressure required . . . no interference with other steam needs.
- Cooked sludge is light, clean to handle, nearly bone dry.
- Perk-x-tractor unloads *itself* . . . mechanically, automatically. No labor needed.

No other cooker matches its design:

Perk-x-tractor *agitates* the sludge with a motor-driven paddle, while steam passes through it. Low pressure steam rises easily through the mass. Efficiency of solvent recovery is tremendously increased, because the constant stirring of the sludge permits a free flow of steam. The recovered solvent, extracted at low temperature, is crystal clear—and it comes out faster than you have ever seen it come from any cooker! When the job is done, you just turn on the motor and the paddle automatically dumps the cooked sludge into a catch box. It comes out of the unloading door light and nearly bone dry . . . proof that the new Pantex Perk-x-tractor is without equal as a solvent extractor! Write for details today!

Pantex MANUFACTURING CORPORATION

Box 660A, Pawtucket 9, Rhode Island

SIGNS of the TIMES

Fire Prevention Week: The National Board of Fire Underwriters has published a reminder that Fire Prevention Week is coming up October 6-12, and that it has a selection of free material available.

Drycleaners who wish to participate in local observance of the occasion may write the organization for a Fire Prevention Week order blank, which describes each available item and also explains how to organize a Fire Prevention Week committee. Requests should be addressed to the Public Relations Department, National Board of Fire Underwriters, 85 John St., New York 38, N. Y., 222 W. Adams St., Chicago 6, Ill., or 465 California St., San Francisco 4, Calif.

# #

Public Service: Max Locker, Scientific Cleaners, Harrison, N. Y., has been named president of the newly created Business and Civic League of that city.

To aid a clothing drive for the benefit of the Navajo Indians in New Mexico, Clarence Maddox, Orange, Calif., and Russell Carlson, Yorba Linda, Calif., cleaned 400 pounds of used garments free of charge. The campaign was sponsored by the Girls' League of Valencia. This is the third consecutive year the two cleaners have participated in the drive.

For the third consecutive year Marvin W. Schryver, Dayton, Ohio, has been named director of the mercantile division of the Community Chest drive. Mr. Schryver is president of Happy Day Cleaners.

Denys W. Slater, Fishburn's Cleaners, Dallas, Tex., has been elected to the board of directors of the Texas Tourist Foundation. Mr. Slater has also been appointed to the domestic distribution committee of the United States Chamber of Commerce.

Theodore Kristal was recently chosen chairman of the Young Presidents' Organization of St. Louis (Mo.). Mr. Kristal heads Hampton Cleaners.

Following up the goodwill "More Glory for Old Glory" program of free Flag Day cleaning of flags, drycleaners of Rome, N. Y., offered free drycleaning of flags for the local celebration of Fort Stanwix Day. Participating firms were Volk Dry Cleaners, New System Laundry and Dry Cleaners, White Laundry and Dry Cleaning Co., Jet One Hour Dry Cleaners and Parker's Dry Cleaning.

The Welland County (Ontario, Canada) Council has appointed Charles Blume, proprietor of Ceebees Cleaners, Thorold, Welland County civil defense coordinator. In addition to many other public service activities, Mr. Blume is a past president of the Niagara District chapter, Dry Cleaners Institute (Ontario).

# #

Where Oh Wear? Where do your clothes wear out first and why?

In trying to answer this question, the National Institute of Drycleaning conducted interviews with a number of men and made exhaustive scientific tests. They found a number of interesting facts, described in a recent news release.

For one thing wear spots appear in an infinite number of places for a variety of reasons. Personal and work habits as well as physical characteristics often determine where clothes will wear first. For example, some people who stand most of the day claim that the backs of their trouser cuffs go first. A real estate salesman told the Institute that it is always his right pocket that wears out. After he replaces the pocket, the facing of the trouser that leads to the pocket becomes worn. It seems he carries many house keys and has a nervous habit of pulling the keys in and out of his pocket while telling potential customers the value of the house they are looking for.

From many such interviews the Institute concludes that it is not drycleaning that wears out clothes—but simple wear.

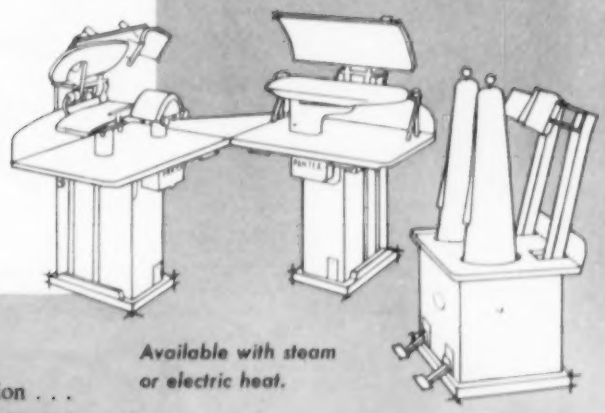
# #

Personality in Advertising: Individuality pays off in advertising, particularly for the small advertiser. How to achieve it is the subject of Small Marketers Aids No. 23, titled "Individuality in Retail Advertising." How to capitalize on your business personality, how to size up and approach your customers, how to individualize the appearance and copy of your ads are discussed in this practical little bulletin, which also includes a list of institutional sources of assistance and books to help advertising-minded businessmen. The leaflet is available without charge from the Small Business Administration, Washington 25, D. C., or its field offices.

PROFIT in Shirt Finishing? –PLENTY

... with the new **Pantex**

One-Girl Shirt Unit



Available with steam or electric heat.

Boost your profits by adding shirt finishing to your operation . . . and you'll boost your drycleaning business too. Your present customers will be happier than ever, because they can get their shirts beautifully finished at the same place. And new shirt customers will see how sensible it is to shift their drycleaning to you.

The new Pantex One-Girl Shirt Unit will let you make this big step forward with complete confidence in top quality finishing and long, trouble-free service . . . because this compact unit has the simplest design, the soundest engineering, and the most rugged construction of any one-girl shirt unit made. Watch it operate, check its construction, run it yourself . . . and you'll see why it's the one-girl shirt unit you've been waiting for.

SEND FOR BULLETIN *which gives full information.*

PANTEX MANUFACTURING CORPORATION
Box 660 AV, Pawtucket 8, Rhode Island

Please send me the new One-Girl Shirt Unit Bulletin

NAME & TITLE

FIRM

STREET

CITY

Biggest, lightest body of all

One of 9 reasons why dry cleaners find International Trucks with Metro-Lite Bodies cost least to own!

INTERNATIONAL—Metro-Lite models have more load space for their weight than any other delivery truck. You can carry bigger loads to increase your route or use fewer trucks on the same route.

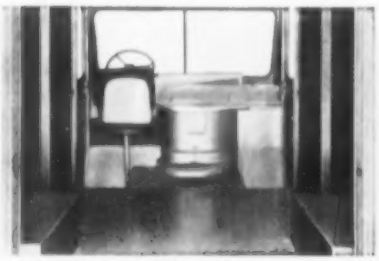
With all this spacious load-carrying capacity and lightweight construction, you get low, *low* ownership costs. You save operating and maintenance expense.

This is undeniable evidence that, over the years, INTERNATIONAL Trucks cost *least* to own.*

The INTERNATIONAL Dealer near you will gladly demonstrate and prove to you why INTERNATIONAL—Metro-Lite trucks give the most value for every dollar invested. See him today.

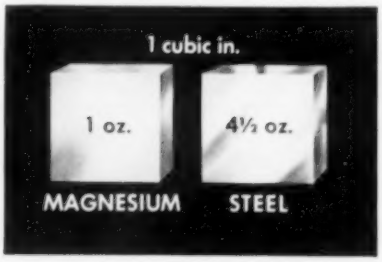
**Signed statements in our files, from fleet operators throughout the U. S., back up this statement.*

INTERNATIONAL HARVESTER COMPANY, CHICAGO
Motor Trucks • Crawler Tractors
Construction Equipment • McCormick® Farm Equipment and Farmall® Tractors



1 **Big load capacity**—352, 390 and 446 cubic feet with 9 ft. 8 in., 10 ft. 8 in. and 12 ft. 8 in. bodies, respectively. All are 78 inches wide and full 6 feet high for larger loads and easier load working. Interiors are smooth and flat.

2 **Lightest weight per cubic capacity** of any multi-stop truck due to high quality construction of lightest weight materials. Everything for most strength and least weight. Functional design saves you operating and upkeep costs.



3 **Four and one-half times lighter** than steel. Backbone of the body is bridge type construction of magnesium alloy with great tensile strength. Other materials are rust-proof aluminum alloy and dent-proof fiber glass reinforced plastic.

4 **Doors and interiors** for every delivery operation. 38 inch double rear doors are standard, full width 73 inch with 66 inch clear opening height optional. Tight fitting, double wall box type construction. Low steps for easy entry and exit.

5 **Big, safe vision.** Windshield is wide and high. Driver can see as close as 6½ feet in front of truck. Larger side and quarter windows for excellent all-around vision. Insulated engine cover and ledge serve as package shelf.

6 **Complete unit is INTERNATIONAL-built.** Designed and factory-built in *one* plant. Chassis and body are matched to each other and to the particular operation . . . stay on the job longer at *least* cost. There are no divided responsibilities.

INTERNATIONAL chassis with Metro-Lite body. Here functional design and quality construction are combined with big load interiors and lightweight construction—plus pleasing appearance with large display area panels. Offered in 14 models, 5,400 to 11,000 lbs. GVW, with 9 ft. 8 in., 10 ft. 8 in. and 12 ft. 8 in. bodies. Other INTERNATIONAL trucks include Metro® and Metrocette models, panels and trucks for every hauling job.

7 New economy and power. New combustion chamber design, improved valves, ports and pistons cut operating and maintenance costs. 12-volt system with "hot spark" starting circuit. Choice of 112.5 or 140.8 hp. six-cylinder engines.

8 Easy driving and riding. True geometric steering with cam and roller-mounted gears for positive, easier handling and maneuvering. Long, wide springs and shock absorbers assure increased life and smoother riding on all types of roads.

9 World's most complete line. There is an INTERNATIONAL "tailor-made" for every job, half-tonners to 96,000 pounders. Choice of 4-wheel, 6-wheel and all-wheel-drive models, conventional and COE design. Every one built to cost *least* to own.

NEW PRODUCTS AND LITERATURE

American-Piazza Sludge Equipment

A new device, the American Piazza Sludge Accumulator-Stripper, has been made available for use on the American Model 30 and 60 Synclor and Truclor synthetic solvent drycleaning units. Made by the American Laundry Machinery Company, the sludge equipment may also be applied to synthetic solvent drycleaning units already in the field.

Designed to save from 2 to 4 gallons of solvent every backwash, the sludge apparatus collects sludge from the filter backwash, then strips and reclaims the solvent. It is said to increase unit production, save labor, improve cleaning quality and eliminate the job of transferring sludge from a separate accumulator to a separate cooker.

Normally requiring 22 by 24 inches of floor space, the American-Piazza unit can be mounted on the auxiliary solvent tank of the Model 60-D Truclor unit to save space. Spun-glass and aluminum-foil insulation around the accumulator-stripper prevent excessive heat loss and reduce steam consumption to less than one boiler horsepower per hour of operation. Its large 16-square-foot filter area permits fast solvent flow and results in clean discharge solvent from backwashing. The capacity of the accumulator-stripper is sufficient to handle the backwash from two single-filter (3,000 g.p.h.) drycleaning units set adjacent to each other.

Other advantages claimed by the manufacturer include cleaner operating filters and greater number of solvent changes per hour in the washer-extractor for cleaning without redeposition of soil.

To obtain more information write to The American Laundry Machinery Company, Ross and Section Ave., Cincinnati 12, Ohio.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Special Bagger Rack

A new Jiffy bagger with a rack especially designed for plastic bags has been introduced by Medalie Manufacturing Company. Adjustable in height, the rack can be had in floor or ceiling models. The floor rack (illustrated) requires 24 by 28 inches of floor space.

Special trays deliver plastic bags one at a time. They can be loaded in place or removed for loading.

The JI bagging device is included with each unit, but can also be purchased separately. Its 1-inch-round polished hanger knob is guaranteed by the manufacturer not to tear plastic or other bags.

For further information write the Medalie Manufacturing Company, 213 First Ave. N., Minneapolis 1, Minn.

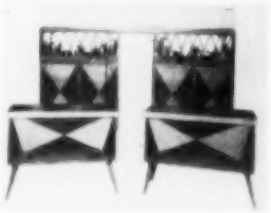
Microfilm Imprinter

To provide definite proof that documents have been microfilmed the Recordak Corporation has developed an accessory printer for marking documents as they run through a microfilmer. Known as the Recordak Fine Line Printer, the new accessory prints a fine line across the face or the back of every document. Clerks can simply thumb through a batch of documents to make sure that every item has been filmed.

The device also provides an automatic audit. The predetermined number of items, as indicated on a covering sheet, can be checked against the automatic counter on the microfilmers. The printer can be used only with the Recordak Reliant Microfilmer.

Complete information on the device is available from Recordak Corporation, 415 Madison Ave., New York 17, N. Y.

New Store Fixtures



For drycleaners planning to brighten their call offices, Vic Manufacturing Company is offering a new line of front-office store fixtures, available either as a complete set or in individual units. Made of hardwood, the entire set of fixtures consists of front counters, backdrops, one headframe assembly for an overhead sign and planter boxes ornamented with plastic suspension wires.

For complete details contact Vic Manufacturing Company, 1313 Hawthorne Ave., Minneapolis 3, Minn.

Coat-Front Shaper

The Coat Retainer Company has announced production of its "Garment Retainer," a 2-by-9½-inch pasteboard strip designed to prevent sagging of coat fronts and to keep lapels in proper shape.

The manufacturer states the Garment Retainer can be quickly buttoned to any style coat, thus providing an addition to the drycleaner's line of customer services.

For further details write to the Coat Retainer Company, 137 Haggin St., San Antonio, Tex.

For Hard-To-Mark Items

The National Marking Machine Company has introduced a new machine designed to complete full identification of laundry. This machine, known as the "Tagzon," is a small unit designed to attach permanent thermoplastic-backed tags to pieces that cannot be properly identified. These pieces would include the darks, printed patterns and various synthetic materials.

The applied Tagzon tags provide a light area on which the permanent invisible marking or black ink marks can be placed.

Continued on page 14

Is residual odor your problem?

SHELL SOL 105

for most
dry cleaning systems

SHELL SOL 140

where high flash point
is required and where
low odor is important

BOTH are approved and listed
by the National Institute of Dry Cleaning
and Underwriters Re-Examination Service

SHELL OIL COMPANY

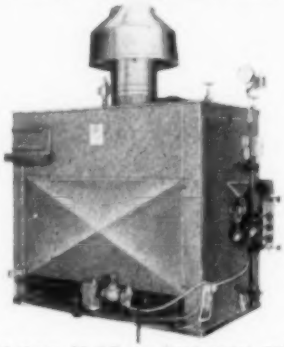
50 WEST 50TH STREET, NEW YORK 20, NEW YORK
100 BUSH STREET, SAN FRANCISCO 6, CALIFORNIA

SHELL

10 REASONS WHY

PARKER Industrial BOILERS

are preferred everywhere by experienced cleaning and laundrymen



Illustrated above, 22 H.P. gas fired model. Other sizes 1½ H.P. through 125 H.P. Also available for oil firing.

Never a Compromise PARKER Industrial BOILER for Quality or Safety

1 *RAPID STEAM GENERATION* – Full steam pressure is developed in less than 10 minutes from a cold start with a Parker Boiler. This feature alone means drastic reductions in fuel cost when compared with boilers requiring an hour or more to develop full operating pressure.

2 *EFFICIENCY* – Maximum heat transfer is accomplished by the staggered self-baffling tube arrangement, heavy insulated cabinet and efficient fuel combustion. Only in rare instances where it is impossible to install the vent stack in accordance with specifications is it necessary to equip a Parker Boiler with an induced draft fan to obtain this exceptionally high operating efficiency.

3 *LOWER FUEL COST* – Many dry cleaning plants and laundries have seen their fuel bill reduced up to 50% after replacing their present boiler with a modern Parker Boiler. This is fully accountable to a combination of the rapid steam generation and inherent operating efficiency built into every Parker Boiler.

4 *SAFETY* – Parker Boilers have never been known to internally explode nor has it been possible to induce such an explosion under most severe tests.

5 *WATER TUBE DESIGN* – This design has proven superior in every large modern boiler installation throughout the world.

6 *EXTRA HEAVY CONSTRUCTION* – Every Parker Boiler from the smallest to the largest is manufactured to exacting standards far exceeding any code requirement. You may fully expect more years of low cost service from a Parker than any other boiler by following the simple operating and maintenance instructions included with every boiler.

7 *FULLY AUTOMATIC* – The finest controls, internationally sold and serviced, govern all phases of operation automatically with maximum safety.

8 *COMPACT DESIGN* – Per horsepower rating, few boilers can fit in the small area required for a Parker. This is of particular advantage where expanded plant operation requires more steam and it is impossible to allocate additional space for a larger boiler.

9 *COMPLETE PACKAGED UNIT* – Parker was one of the first companies in the world to offer a packaged boiler. All controls are mounted and electrically wired with burners installed ready to connect to electric, fuel and water supply. Prior to shipment every Parker Boiler is thoroughly test fired under actual operating conditions.

10 *LOWER INITIAL COST* – The above outstanding features could never be combined into a single boiler and sold at competitive price without volume production using the most modern plant facilities and machinery.

DON'T DELAY—INVESTIGATE TODAY

The best costs so little. If your boiler is old, antiquated in design or inadequate to meet your production requirements, replace it with a new Parker. Fuel and maintenance savings alone will more than likely pay for your new boiler.

A.S.M.E. APPROVED—REGISTERED WITH NATIONAL BOARD. FULLY MEETS ALL LOCAL AND STATE CODE REQUIREMENTS.

Please send me latest information and bulletin on Parker Boilers ☐, Parker Hot Water Boilers ☐, Parker Water Softeners ☐, Parker Return Systems ☐, and the name of the nearest distributor.

Name _____

Address _____

City _____ State _____

SID E.

PARKER BOILER

MANUFACTURING COMPANY

2035 East Thirty-Seventh Street

Los Angeles 58, California • ADams 3-4211

Compare

THESE TREMENDOUS FEATURES!

VIBRATION FREE . . . no expensive foundation or slab required. No bolting down. Easily moved, when necessary.

OPEN POCKET CONSTRUCTION . . . delivers maximum mechanical wash action . . . eliminates worrisome weighing and dividing of loads. No inching.

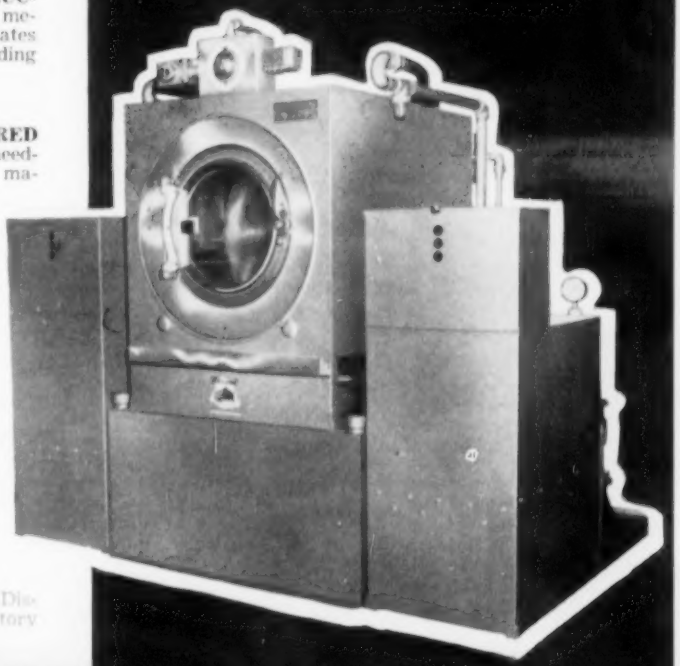
ONLY ONE MOTOR REQUIRED . . . only 1/3 as much power needed as for split pocket type machines.

PRECISION AUTOMATIC SEQUENCE CONTROLS . . . standard equipment for extra speed and convenience. Includes automatic powder feeder.

PERFECTED OPEN-TOP, MONEL SCREEN FILTERS . . . deliver crystal clear solvent . . . eliminate all necessity of distillation in most cases.

See your nearest Hammond Distributor, or write direct to factory right away.

HAMMOND
WASHER-EXTRACTOR DRYCLEANING UNIT



This brilliantly engineered HAMMOND drycleaning plant will put you far ahead of today's need for **greater production** and **higher profit** with **less overhead!** Feature for feature . . . price for price, no other combination can match its performance!

HAMMOND
LAUNDRY - CLEANING MACHINERY COMPANY

HAMMOND BUILDING WACO, TEXAS

Please send all available information about the Hammond WASHER-EXTRACTOR Combination.

Name _____

Address _____

City _____ State _____

Continued from page 10

This system of permanently identifying hard-to-mark pieces is said to be much faster than the conventional method of using flags and pins.

The Tagzon tags are furnished 500 to a box. For further details write to the National Marking Machine Company, 4026 Cherry St., Cincinnati 23, Ohio.

New Gas Water Heater

An automatic gas water heater featuring a copper-nickel alloy tank has been introduced by Rudd Manufacturing Company, Kalamazoo, Mich. Called the Copper Nickel Sanimaster, it is designed for use with natural, mixed, manufactured and LP gases. The copper-nickel tank of this Model CST 80-80 has been engineered for aggressively corrosive waters, the company states, to assure rustfree hot water. It is approved by the American Gas Association as an automatic storage water heater and as a circulating tank water heater.

The Sanimaster can be installed singly or in multiples for single or two-temperature operation. The unit occupies a floor space of only 30 by 30 inches and is 63 inches high.

More detailed information may be obtained by writing to the manufacturer.

New Formica Press Boards

Butler Manufacturing Company has announced that all Butler presses (40-inch, 45-inch air-powered and manual utilities and 18-inch air-powered and manual mushrooms) are now equipped with one-piece formica-welded-surface working boards. There will be no increase in selling price, Howard J. Martin, sales manager, states.

Among the advantages cited for this one-piece design are elimination of dust problem, no catching of garments and pins on the working surface, and a smooth surface which will not crack, chip, stain, or burn.

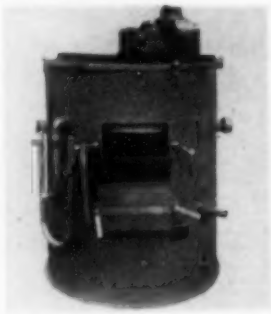
For complete details write to Butler Manufacturing Company, 7400 E. 13th St., Kansas City 26, Mo.

Signal Anti-Lint Spray

Signal Chemical Manufacturing Company, Bedford, Ohio, is offering a new anti-lint spray designed to eliminate brushing or vacuuming. The spray is said to stop synthetics from "sticking" and "creeping," and is safe to use. One 8-ounce bottle of the concentrate will make 1 gallon of spray which will treat 12,000 pounds of work. A free spray gun will be supplied with every initial case, which contains six bottles. Merchandising aids designed especially for the drycleaner are also available.

For a free sample bottle containing a 30-day supply write to Signal Chemical Manufacturing Company, 5020 Richmond Rd., Bedford, Ohio.

Per Super-Claimer



Per Corporation has added the Super-Claimer to its line of combination stills. Designed to distill perchlorethylene from filter sludge either in liquid form or as a solid, it is made for the very large synthetic drycleaning machine.

The Super-Claimer is used in conjunction with a tubular filter, blowing the sludge into either or both of the 2-inch fittings. The sludge from a bag-type filter can be dumped into the unit through the upper door.

The unit has a stainless-steel mixer which keeps the sludge agitated while it is cooking, thus speeding up the solvent recovery. The "Agitron" agitating device is generated by an electric motor through a V-belt to a worm-driven gear box, which in turn rotates the stainless-steel agitator bar.

The Super-Claimer is said to distill contaminated solvent at the rate of 20 gallons per hour of clear distilled solvent returned. When the batch has been completely distilled and the perchlorethylene has been returned, the sludge is "powder dry," the maker claims. The unit has automatic unloading.

Operating on a ⅓ hp. motor, the Super-Claimer is 48 inches high and has a diameter of 30 inches.

To obtain complete details write to Per Corporation, 295 High St., Orange, N. J.

Albex in Plastic Bottle

Spix Products Co. has announced the introduction of a new reusable plastic squeeze bottle for Spix Albex, a wet spotting agent.

The new container, which replaces the former 8-ounce bottle, is provided with a long spout for applying the spotting solution directly on the stain. When the Albex is finished, the label can be removed and the dispenser bottle used for other cleaning room preparations.

For complete information write to the manufacturer at 119 Dahlem St., Pittsburgh 6, Pa.

Davies-Young Offers Two Maintenance Products

To make slickrails more efficient, speed up workflow and improve housecleaning, Davies-Young has developed two new products, Buckeye "Slick-Ez" cleaner and "Slick-Ez" wax.

The cleaner can be used for all metallic surfaces. It is nonflammable, noncorrosive and nontoxic. A cloth saturated with the fluid is rubbed along the rail to remove grease, dirt and wax. After wiping with a clean cloth the wax is applied in the same manner. It is allowed to

Continued on page 103

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

You'll be ahead with these Warco Products.

TEN-MINIT BLEACH

Makes whites whiter while retaining the original softness and feel of the fabric. Takes two to ten minutes in cold water. Ten-Minit Bleach is the most widely used bleaching compound on the market. 10 lb. jars or case of 4. 5 lb. jars or case of 6

SIZE-RITE (DRYSIDE)

A non-yellowing thermoplastic type resin. Adds just the right texture, finish and over-all stiffness and body to fabrics. For use with regular or synthetic solvents. A superior sizing, easy to apply and reasonable in price. By the gallon or case of 4.

ALL-COLER BLEACH

An ideal agent for bleaching color combinations in one operation. Brightens the colors, whitens the whites. Bleaches out annoying perspiration and other stains. Water safe for all colors and fabrics. 10 lb. jars or case of 4. 5 lb. jars or case of 6.

PRE-OIL-BREAK

Removes oxidized oils, grease, butter, fats, syrups, beverages, etc.—in fact, Pre-Oil-Break is effective in removing up to 95% of all stains. Often self-sufficient without the application of other spotting chemicals. By the gallon or case of 4.

BIL-VIS-X

Reduces the use of soap or detergent by as much as 75%. Greatly increases the cleansing power of any soap solution. Brightens and restores the original appearance of fabrics. Does a better job for less money. 8 lb. jars, 25 lb. and 50 lb. drums.

SCRAM BLOOD

The instant blood removing agent—the undisputed leader in its field. Ordered and re-ordered by cleaners everywhere, because they recognize it as the very best. Compare Scram Blood's quality and price with any other. By the gallon or case of 4.

W. D. P.

W. D. P. is Warco's Wet and Dry Pre-Spotter. Excellent on the wet side, dry side or when using a combination of both. Forms a clear emulsion. Free water rinsing. Compare W. D. P. with any other pre-spotting agent. By the gallon or case of 4.

CETIC-X-SOUR

A modern concentrated, odorless sour that bleaches stains, rust and corrosion in the souring process, and requires no rinsing. It is closer to the neutral point than glacial acetic acid and costs about one-third less. Safe to cellulose. By the gallon or case of 4.

SEND FOR OUR FULL LINE BROCHURE

ORDER FROM YOUR JOBBER TODAY

Warco LABORATORIES
13609 S. Normandie Avenue,
Gardena, California

Your customers can tell ...when you clean

Clothes can't help but come out gray, and customers are bound to complain, when your solvent gets dirty. A belt kept at home may look brighter than a newly cleaned dress. Or separately cleaned trousers may no longer match a coat. Just one batch of grayed garments can cost you a lot of customers.

It's easy to tell when your solvent is dirty. And it is easy—and economical—to keep it *always* clean, by regular use of DARCO® DC activated carbon.

CLEAN SOLVENT HAS LIGHT COLOR. Here's how solvent containing a 1% soap charge, and treated daily with the correct daily DARCO DC dosage, actually appeared after a week of normal cleaning.

WITHOUT DARCO, SOLVENT TURNS DARK. Here's a solvent, also with 1% soap charge, but *not* treated daily with DARCO DC, after a week's normal cleaning.

with Dirty Solvent

check your solvent with the DARCO® whiteness test

Tear a clean piece of white cotton or rayon cloth in half. Run one half through your washer. Dry it and press.

Then compare the color of the cloth you've just "cleaned" with the piece you've kept out of the washer. If it looks gray and dingy, you're working with *dirty solvent!*

Write for your copy of the new DARCO *Drycleaning Manual with the tear-out* "How-to-Use-It" *chart.*

DARCO® DC every day keeps trouble away

It costs so little to keep your solvent in top condition using DARCO DC. And it's the cheapest "customer insurance" you can buy . . . the simplest way to build a reputation for premium quality cleaning.

Be sure to use DARCO DC every day. And be sure to use enough to do the job.

DARCO DC is all you need to keep solvent free of bleeding dyes, fatty acids and odor-bearing impurities. You sweep out all trouble-makers in a single operation. Your DARCO DC distributor will be glad to tell you how much dosage is best for your specific washer.

You'll save money—because you can run longer between redistillations. DARCO DC saves soap and solvent, too.

You'll save customers. Daily DARCO DC treatment ends complaints about grayness and odors . . . keeps old customers happy, builds a reputation that attracts new customers.

ORDER DARCO DC from your distributor today, in the handy 2-pound packages—25 to a carton.

Here's proof *of what Darco DC does. Send for your copy of the N.I.D. Report, "The Use of Darco in 1-Bath Charged Systems".*

DARCO

CHEMICALS DIVISION
ATLAS POWDER COMPANY
WILMINGTON 99, DELAWARE

In Canada: Atlas Powder Company, Canada, Ltd., Brantford, Ontario, Canada

BUSINESS BUILDERS

Two-Purpose Garment Bags Boon to Teachers and Plant

Children love to "dress up" and Langleys Cleaners of Hamilton, Ltd., Hamilton, Ontario, Canada, cashes in on this trait. Across the street from the plant is a public grade school. To help the young fry let off steam, the teachers encourage the battle dress shown above. During recess two factions, chosen by the teachers, engage in a wild chase and melee.

The kids have fun, and the teachers have a little less excess energy on the part of the pupils to worry about in the classes that follow.

The most important part of the battle dress is the garment bag, although some children add headpieces and the like. But a Langley garment bag is a must, so guess where the cleaning is sent by the parents of these kids.

Celebrity Photos Win Customer Interest

As a means of decorating its call office and creating customer interest Orchid Cleaners of New York, N. Y., keeps a picture gallery of its famous customers.

Along the walls of the call office, located in midtown Manhattan, are photos of over 20 motion picture and TV stars. Such famous faces as Grace (Kelley) Rainier, Rosemary Clooney, Steve Laurence and Eydie Gorme adorn the walls of Orchid's plant. Each photo is personally inscribed to the owners, Leo and Harvey Marlin.

Located near the plant is the hotel home of the New York Giant baseball team. The plant also gets much business from the ball players and eventually plans to display their pictures along with those of the entertainment figures.

Of course, the row of photographs catches the customer's eye upon entering the call office. More often than not the customer will take a closer look at the photos and read the words of praise and thanks directed toward the plant. Little gems like, "Thanks for keeping it clean" and "You are the only drycleaner that does the job the way I want it" give the customers complete faith in Orchid's service.

Displays Sell Quality

Window displays help sell the quality of drycleaning service at Perfect Cleaners, Chicago, Illinois. The plant-owner constructed a wooden trellis, covered it with artificial flowers, and placed this next to the cleaning equipment at the front of the plant. Each week a customer's dress is hung in the display as an example of the quality work produced in the plant. At night the display and the cleaning machine are spotlighted with colored lights to attract attention of passersby.

Spurs Once-a-Week Cleaning

A giveaway sponsored by Anton's Cleansers in Andover, Massachusetts, has spurred once-a-week cleaning and attracted more business. The plant was opened last May by the Antonopolis brothers, who also have a plant in Lowell. To attract new business for the Andover plant, the brothers initiated a weekly giveaway of $100 plus $10 for each day without a winner.

Here's how the drawing works. Customers must register weekly for the

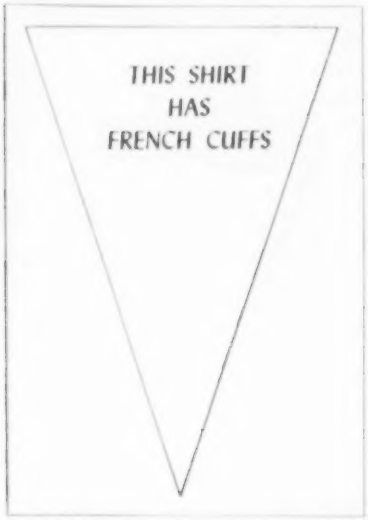
sum of money to be given away. Each day one name is drawn from the combined official voting list of Andover, Lawrence, Methuen and North Andover. The name is published the same day in the *Eagle-Tribune* woman's page.

To win the prize, the person whose name is drawn must have registered for the week. For purposes of the contest the first day of the week is Wednesday. The contest ends the next Tuesday.

Thus, a customer must be in the plant every week to be continuously eligible for the award. At the same time Monday and Tuesday, the heavy days of the week, are the last days of the contest. Using this gimmick the plant gets its normal Monday business as well as increasing store traffic on Wednesday and Thursday, the first days of the contest.

Flyers are distributed and as the grand prize grows, so does interest in the giveaway.

Customer Convenience



This little paper pennant creates goodwill inexpensively. Rivard's Cleaners of Windsor, Ontario, Canada, places one of these inside the collar of all French-cuffed shirts. It saves the customer the bother of unfolding and refolding the shirt should he prefer to wear conventional cuffs.

The plant also uses small paper strips, wire-reinforced, to hold the folded cuff together. Both extra touches are small, but much appreciated by Rivard's customers.

Shirt Unit Diverts Traffic

Putting a shirt unit in the window of a call office is "old hat" to some drycleaners, but to Gateway Valet in Pittsburgh, Pennsylvania, it meant the solution to a big problem.

Gateway had just opened its plant under a new multistory parking center in the downtown business section. Gateway, with other merchants under the parking center, faced a mutual problem. Formerly all pedestrian traffic was found on the other side of the street.

Under conditions of the lease, all of the businesses had to have similar signs and no store could have a sign that protruded from the building. Thus, merchants on Gateway's side of the street were unable to attract a great number of persons by means of signs.

It was then that Gateway had its shirt unit installed in the front window of the call office. Persons who had never seen the operation were drawn to the area. Ten or more persons at a time gathered in front of the window to watch the shirt finishing operation.

Besides creating activity in the window and increasing store traffic, the shirt unit also made good friends of Gateway's neighbors. Traffic had been moved from the other side of the street to their side.

2 of the Economy, Accuracy, Efficiency Stars
ON THE "PRE-MARKED"
HIT PARADE

PRE-MARKED STRIP-TAGS
Cut marking and checking costs to ONE-HALF...400 color combinations...1000 strips to a box, 6 tags per strip, numbered 1 to 1000. Only $3.30 box (white), $3.50 (colored).

Piece Numbers identify the number of pieces in order
Customer's number
Unit number... to identify stores, lots, drivers, etc. Numbers 1 thru 12 in stock.

2 SAV-WAY Piece-Count System... So easy to use! Only 59¢ per 1,000 tags... Choice of 10-colors, Piece numbers 1 to 8 in each color.

Consult your Jobber or
Write PRE-MARKED STRIP-TAG CO.
3232 India St., San Diego 12, Calif.

GADGETS and GIMMICKS

Door Acts As Shelf

The marking department at Virginia Cleaners, Berkeley, California, is equipped with several separate bins for work classification. Each marker has her own marking table which is fitted with large caster wheels. Thus the marker can position her table at any one of the several bins.

Each bin or hopper is equipped with a hinged door. These doors drop down to a position parallel to the floor. They are held in that position by chains, and so form a platform for breaking the bundle. After marking, the work is dropped into waiting hampers to be wheeled to the cleaning room.

The door arrangement saves handling of bundles and gives greater flexibility of operation in this busy room.

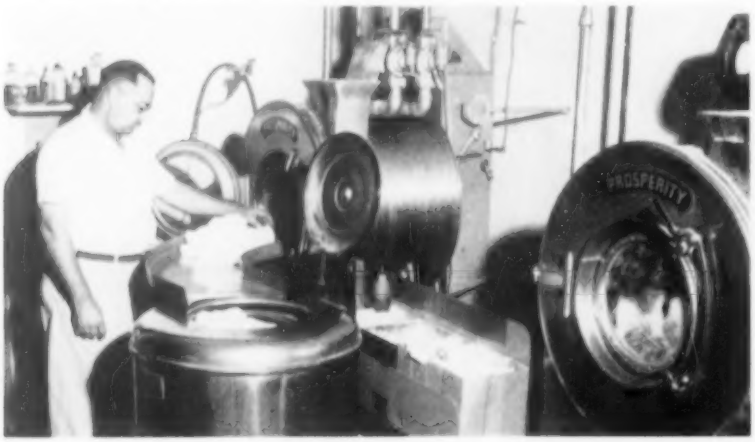
Recording Washer Cycles

An undependable drycleaner once worked for a firm employing Maurice Loper, now owner of Cardinal Cleaners in Nashville, Tennessee. Maurice says they cured the man by hooking delivery truck recorders to the washers and tumblers. As with trucks, these devices left permanent records of when and exactly how long each unit was in operation.

The cleaner's chief fault was to shorten runs when busy or extend runs when work was slack. This stopped on the first day after the recorders were installed. By next evening spotters, wetcleaner and finishers all reported improvement in the garments they handled. The recorders paid for themselves through labor saved in the rest of the plant.

The route superintendent had to buy himself some more recorders!

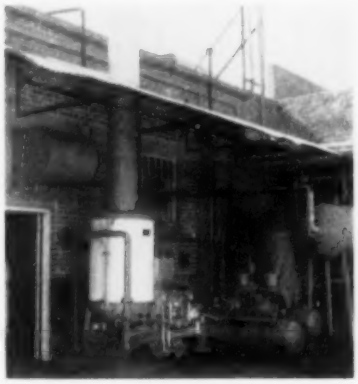
Handy Trough for Extractor Loading



Shirt loads are handled easily, thanks to the trough used at Madera Cleaners and Laundry, Madera, California. Don Cappelluti shows how the trough is used to slide the loads into the extractor. The two washers are exactly positioned in relation to the extractor so that the trough will accommodate either wheel.

The center of the trough is supported by a hinged rod which can be folded under when the trough is set beside the washer. Considerably less water is spilled on the floor now, and less effort is needed to empty the washers.

Open-Air Power Plant



Only in sunny California (and perhaps Florida) could a cleaner keep his power equipment out-of-doors. The area is partially covered by a corrugated overhang for protection from rare showers.

The installation is seven years old and an occasional coat of paint is all that is required to keep it looking like new. Shown are the 100 hp. steam generator, two 5 hp. compressors, one preheat tank and a water softener. Best of all, it keeps the noise out of the plant. The installation is at the plant of Sudden Service Drycleaners in Fresno, California.

Strip Lighting Chases Shadows

Strip lighting, one of the newest recommendations in the lighting field, can be of much help to the drycleaner.

When Louis Arnos took over the operation of Fashion Cleaners and Dyers in Albany, New York, he decided, for convenience' sake, to place his spotting boards together near the cleaning unit. By accident the layout placed the spotting boards at right angles to the fluorescent lights above rather than parallel with them.

Mr. Arnos feels this accident has improved his cleaning and helped in making the job easier for his employees. With this layout of lighting, shadows have been eliminated and the spotter can get a better view of the work he is doing.

Spread Goodwill that lasts all year long with

LINCOLN HOLIDAY GREETING BAGS!

8 Designs . . . 4 Papers

For many years, promotion-minded dry cleaners have used Lincoln Holiday Greeting Garment Bags to thank their customers for the past year's patronage. Here's your chance to spread goodwill that lasts all year long. Here's the best way to get your message into the customer's home. Select the design that you want and order your Lincoln Christmas Bags *now* for early delivery. You can work toward increasing your 1958 business now . . . with Lincoln Holiday Greeting Garment Bags.

C305

C313

C311

C307

C308

C312

C310

C306

Write for descriptive folder and prices

Lincoln Bag Company, Inc.

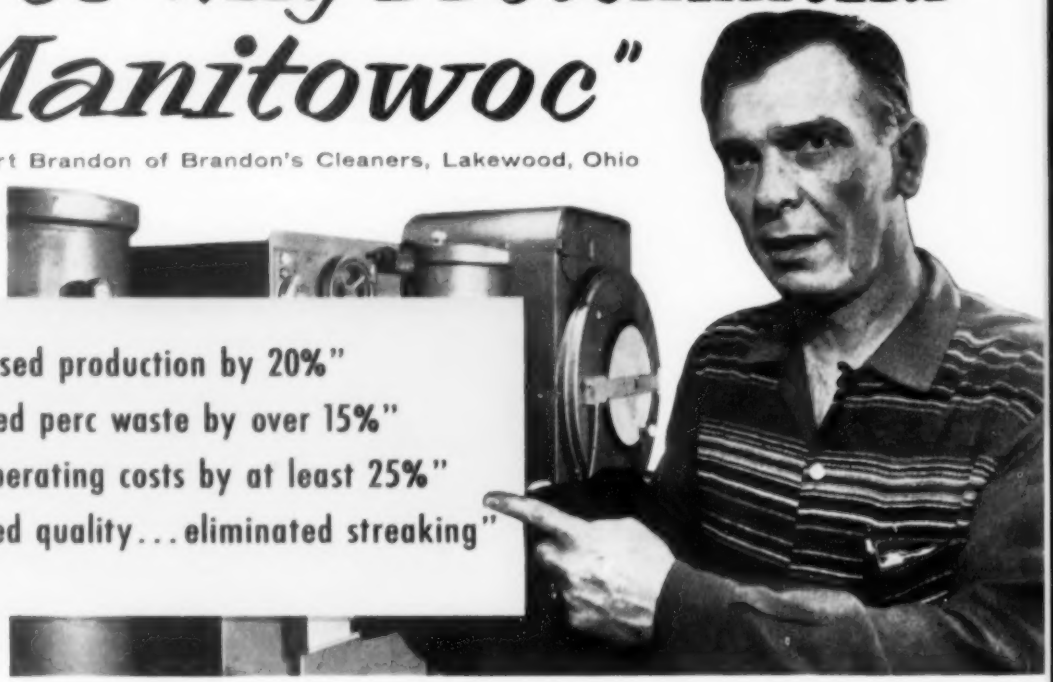
Para-Lux Products Company

4600 West Schubert Avenue • Chicago 39, Illinois

Serving the thinking dry cleaners of America!

"Here's why I recommend Manitowoc"

Says Robert Brandon of Brandon's Cleaners, Lakewood, Ohio



★ "Increased production by 20%"

★ "Reduced perc waste by over 15%"

★ "Cut operating costs by at least 25%"

★ "Boosted quality... eliminated streaking"

"Because our customers demand — and get — the finest cleaning available, we installed the Manitowoc 2-bath only four years after our previous unit had been put in. Our establishment has made use of five other units, but none of them produced work equal to this Manitowoc!

"It wasn't long before our Manitowoc 2-bath perchlor installation started paying off with tangible results," notes Mr. Brandon. "We found we had increased our production capacity by 20%, reduced solvent waste by over 15%, boosted quality and eliminated streaking of clothes due to the mixing of rinse and wash solvents. As a direct result of the unit's simplicity of operation we have cut our operating costs at least 25%.

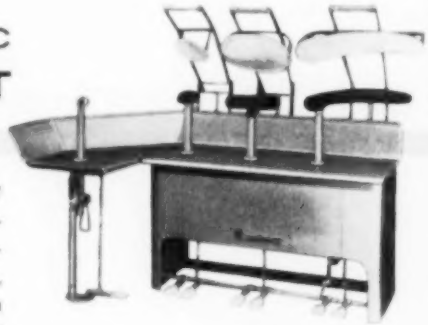
"With the Manitowoc," Brandon continued, "we increased our hourly production to 105 lbs. per hour instead of the 75 we were getting previously, and all expansion requirements can be met without the slightest sacrifice in quality.

"We needed a cleaning system that would give us maximum production with highest net profit," Mr. Brandon concluded, "and searched the market for the *most modern* equipment that would meet those requirements. I feel we have the right choice in the Manitowoc 2-bath unit."

Compare New Manitowoc FINISHING EQUIPMENT

- LOW COST
- FAST
- QUALITY WORK
- COMPLETE LINE

Compare all the advantages of the *newest* complete line of spotting and finishing equipment . . . spotting boards, spotting guns, finishing boards, puff sets, fabric head topper, triple fabric head finisher, automatic form finisher, utility and mushroom dry cleaning presses.



DELUXE TRIPLE FABRIC HEAD FINISHER

"DIVERTI-FLO MAKES QUALITY AUTOMATIC"

Only Manitowoc has positive Diverti-Flo solvent control. Completely eliminates recleaning of garments streaked by the intermingling of wash and rinse solvents. Consistent quality production is automatic.

"MAINTENANCE CUT TO A MINIMUM"

Easy backwash is operated by a simple flick of a lever. Smooth fluid drive eliminates gear stripping when changing drum speeds. Automatic features throughout slash maintenance expenses to a new low.

"CLEAN 10,000 LBS. WITH ONE DRUM OF PERC"

Brandon's Cleaners had been getting only 7000 pounds from a drum of perchlor with previous equipment, but the new Manitowoc unit consistently produces 10,000 pounds of cleaning from each drum used. Diverti-Flo solvent control, "No-Surge-Over" distillation and efficient filtering help to extend solvent mileage.

"EASIER, HIGHER QUALITY FILTERING"

Famous Manitowoc-Olson tubular filters completely eliminate messy, time-consuming bag changing — keep solvent purer. There's no problem of cloth bags constantly clogging. The tubular system is more thorough, easier to operate, and more economical.

Manitowoc Perchlor 140°F-105°F

A Complete Line of DRY CLEANING and FINISHING SYSTEMS

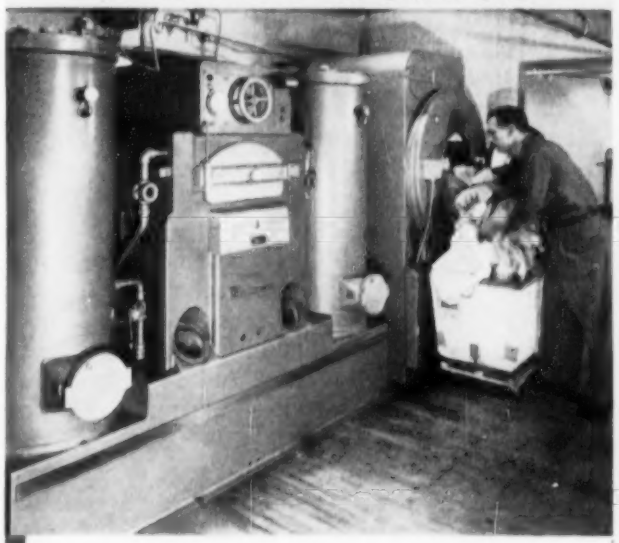
"COMPACT...20% LESS SPACE"

Compact, clean design keeps machine dimensions to a space-saving 104" x 30" giving Brandon's 20% more useable room than with the former unit. In the 30' x 100' shop, space is valuable — especially during the peak spring and fall seasons when a large volume of garments must be stored.

"MAXIMUM PRODUCTION WITH HIGHEST NET PROFIT"

"We want highest quality work with optimum efficiency," says Robert Brandon. "I was convinced Manitowoc equipment would give us that . . . and it has!" Why deny yourself the satisfaction of superior Manitowoc performance any longer? Join the growing number of smart cleaners everywhere who are switching to Manitowoc . . . Mail the coupon or call your jobber now for full information!

MANITOWOC 2-BATH PERCHLOR



Mail TODAY!

MANITOWOC ENGINEERING CORP., Dept. MRS-2
Manitowoc, Wis.

Please send complete information on:

- ☐ Perchlor Dry Cleaning Systems
- ☐ Petroleum Dry Cleaning Systems
- ☐ Tumblers ☐ Stills ☐ Filters
- ☐ Spotting and Finishing Equipment

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

MRS-2

EDITORIALS

Moonlighting

Here is a new word to add to your collection of terms concerning management problems. It doesn't involve love or liquor, but rather double employment by individuals. Thanks to soaring living costs, more and more people are turning to the second job to keep up with the Joneses (who may also be moonlighting).

The obvious dangers in this practice are more absenteeism and lower quality production. And this is done by other than drycleaning plant personnel. It is estimated that about two million people are doubly employed in this country. The current five-day, 40-hour week encourages this practice and the pace will be accelerated as the work week shortens.

We are in no position to offer cure-all answers to this knotty problem. This is merely intended to post you on trends and developments in the industry. We know what *not* to do. For example, some plantowners are content to turn their backs on the problem. If they are able to hold their wage scale because their employees earn extra money after hours, they in turn can hold their price levels.

But this is false economy. They are paying, one way or the other. There is no such thing as a free ride. Until cleaners charge adequately for their services and pay competitive wages, they will always be plagued with labor shortages and quality problems.

It has been argued that our industry has grown because of the bargain prices it offers. It is true that the American economy has grown because of mass production which brings about lower prices. A new auto would cost ten times as much except for mass production. By the same token the same car which cost $800 in 1941 is now $2,000. That same proportionate rise in prices has not kept pace in drycleaning, in spite of other cost increases.

What worked 25 years ago no longer applies. Times have changed. Until we can afford to pay attractive salaries, moonlighting will increase.

Between Labor Day and Thanksgiving, united community campaigns will be launched in 2,100 communities from coast to coast. The money raised in this one all-out campaign a year will support 25,000 health, welfare and recreation agencies serving an estimated total of 70 million men, women and children.

The idea makes sense. It saves time, campaign costs, helps more people and saves more lives than any other gift. While the bulk of the money stays right in your own community, a portion is devoted to national agencies. These include the Red Cross, USO, and funds to fight cancer, heart disease and ailments that cripple children.

Our industry is noted for its get-together spirit. Here is our chance to prove it by backing the United Fund or Community Chest. It pays real dividends.

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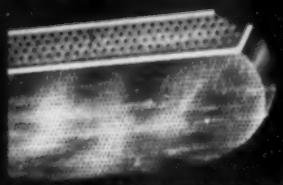

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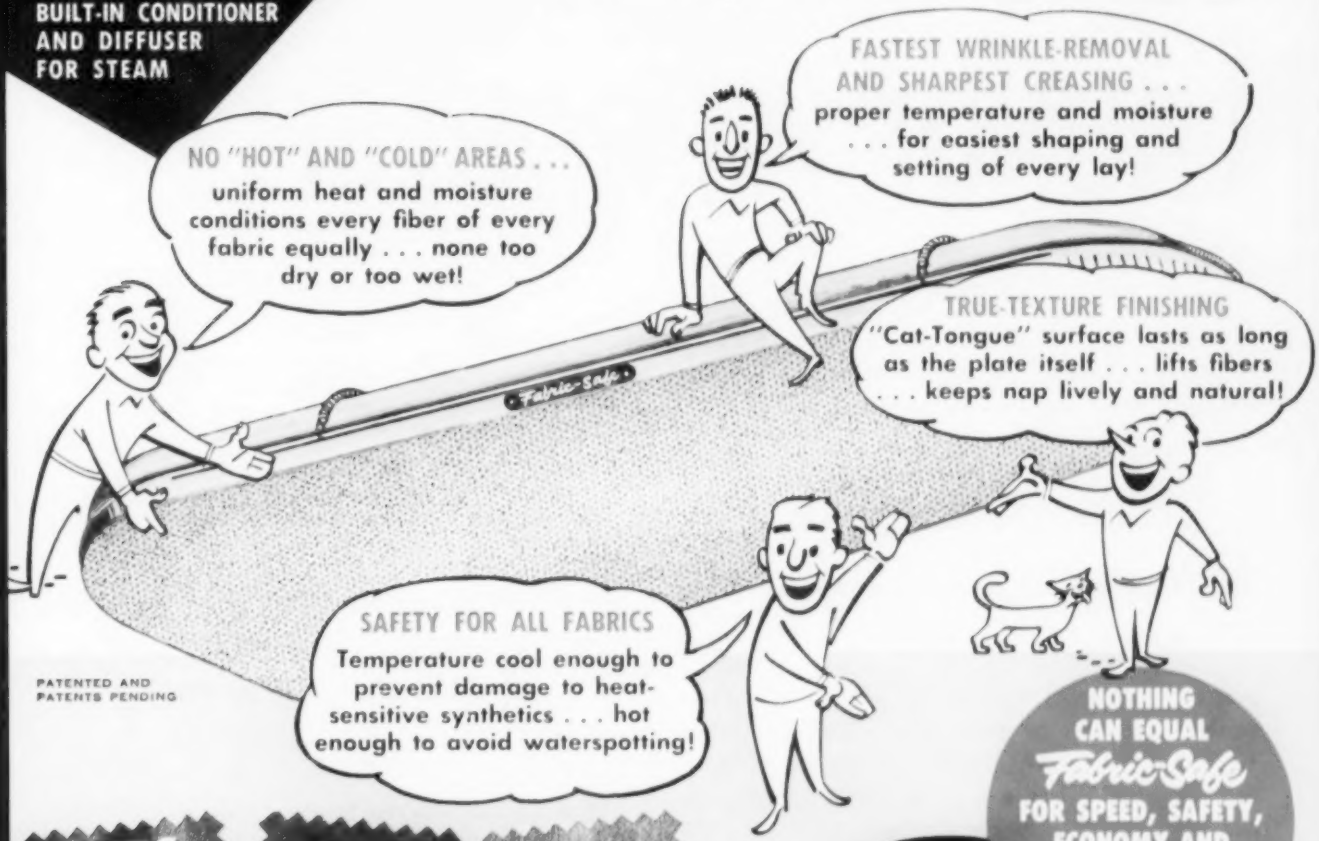

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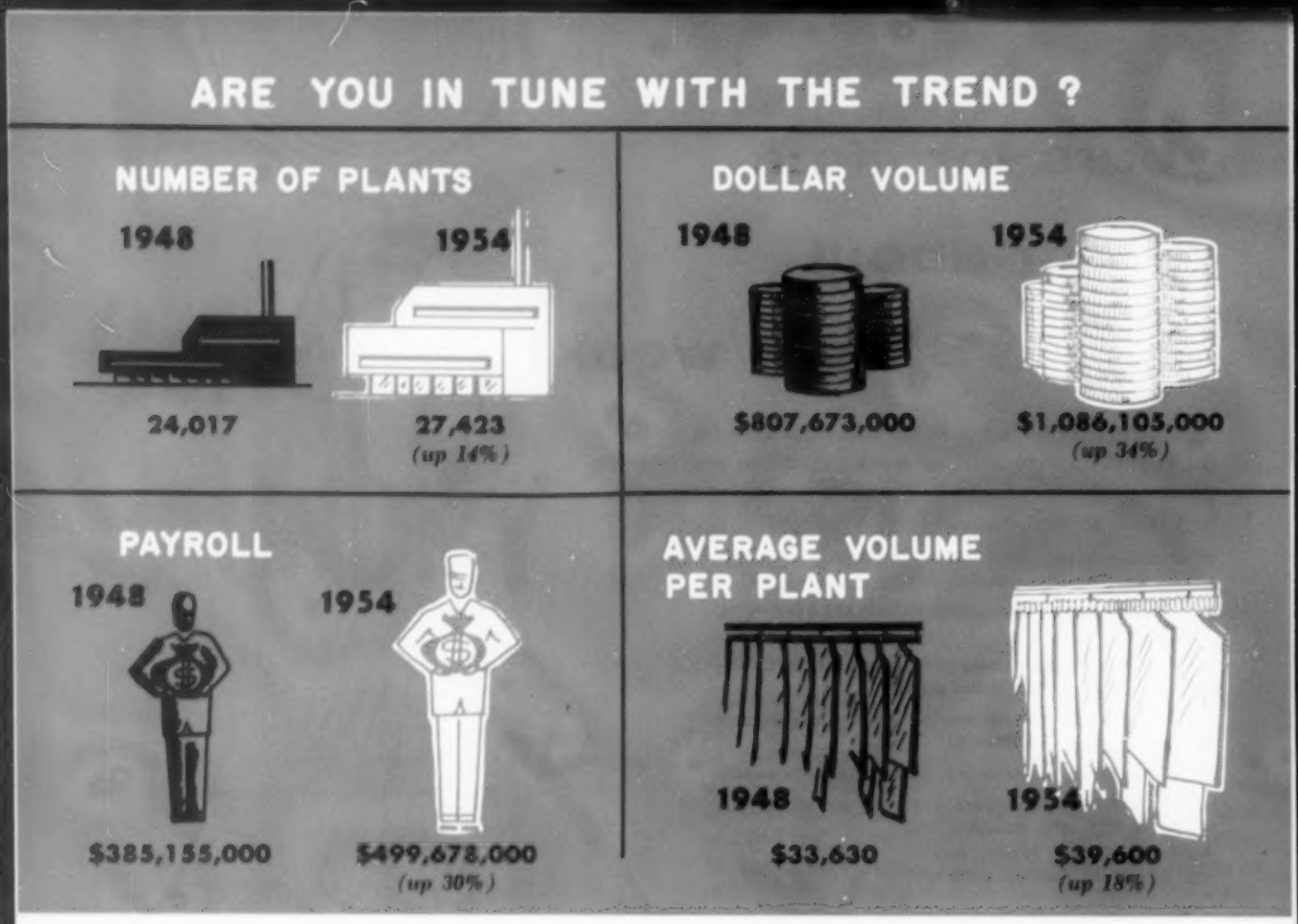


DRYCLEANING SALES GO UP, UP, UP

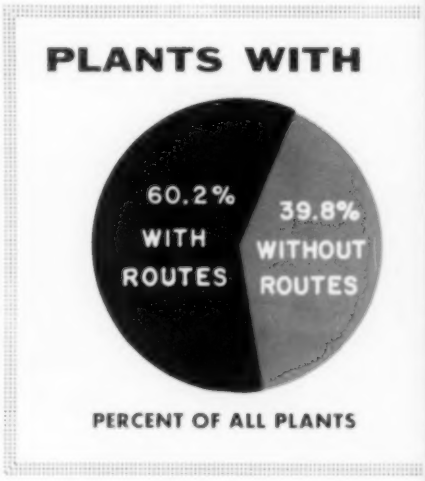
1954 census pegs 6-year volume gain at 34%; average plant did $39,600, up 18% over 1948

By GERALD WHITMAN

DRYCLEANING IS BIG business . . . and growing BIGGER all the time. The industry passed the *billion dollar* mark in 1954, according to recently released results of the Census of Business for that year. This is a sales increase of better than 34 percent over 1948, when the last previous census had been made.

Actual total dollar volume in 1954 was $1,086,105,000, representing a gain of $278,432,000 over 1948 income of $807,673,000. During the same six-year period the number of drycleaning establishments rose from 24,017 in 1948 to 27,423 in 1954, an increase of a little over 14 percent. Payrolls went up, too. From a total of $385,155,000 in 1948, they jumped to $499,678,000 in 1954, a rise of approximately 30 per cent.

Of greater personal interest to drycleaners was the upswing in average volume per plant. From an average of $33,630 in annual volume in 1948, an approximate 18 percent sales increase upped the income per plant to $39,600 in 1954.



These statistics were compiled from information recently made public by the U. S. Department of Commerce's Bureau of the Census. The results were based on that government agency's 1954 Census of Business covering all types of industries in the United States.

What the figures mean

As with many other sets of statistics, however, actual figures can be somewhat misleading without beneath-the-surface analysis and probing. On the one hand, according to the Census data, its breakdown of total drycleaning establishments by sales volume groups reveals that the largest single segment of plants—19.06 percent—were in the $30,000-to-$49,000 volume class. This would seem to support the over-all average per plant income of $39,600 in 1954.

Further analysis, however, reveals that 59 percent of the drycleaning plants did 88.5 percent of the total annual volume. These plants ranged from an annual volume of $20,000 to over $500,000, and averaged $62,470 per year.

The remaining 41 percent of the plants accounted for only 11.5 percent of the total volume, with an average per plant of $11,200—a little over $200 a week in sales.

These figures show clearly that the overwhelming bulk of the volume in the drycleaning industry is concentrated in little more than half the total number of plants. Further indications of this trend toward concentration of the market are evident in analysis of route operations, as revealed by the census results.

Of the total number of drycleaning establishments having employees, 60.2 percent operate routes. (This group, incidentally, reported using a total of 28,689 trucks in 1954, averaging out to 1.88 trucks per plant with routes.) The 60.2 percent of the plants operating routes accounted for 75 percent of the total drycleaning receipts, averaging $52,655 annual volume per plant. The 39.8 percent of the plants not operating routes accounted for only 25 percent of the total volume, averaging $26,463 in annual sales per plant. (A recent survey made by National Cleaner & Dyer showed that 88.5 percent of the responding subscribers to this publication operate trucks, averaging 3.34 trucks per plant.)

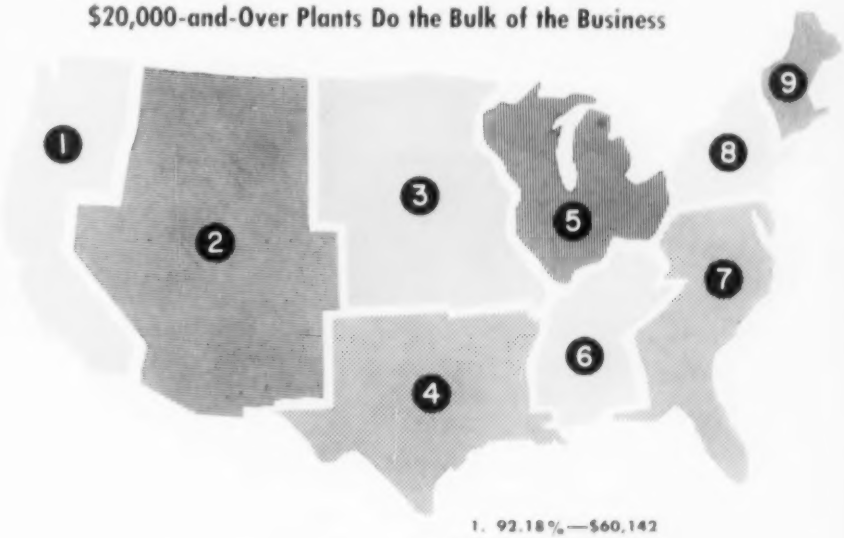
A geographical analysis gives further credence to the solid position held by the plants with $20,000-or-more annual volume. Heading the list is the East North Central region, comprising Ohio, Indiana, Illinois, Michigan and Wisconsin. Of the total number of 4,728 plants in the area, 3,198 are in the $20,000-or-more class, doing 92.93 of the total business in the region with average receipts of $72,831.

Next in rank of concentration is the Pacific region, covering Washington, Oregon and California. Here 1,735 plants are in the $20,000-plus group (out of a total of 2,506 drycleaners), accounting for 92.18 percent of the area's combined volume and averaging $60,142 per plant.

The lowest region

The poorest record racked up by the $20,000-or-more group was in the East South Central region, encompassing Kentucky, Tennessee, Alabama

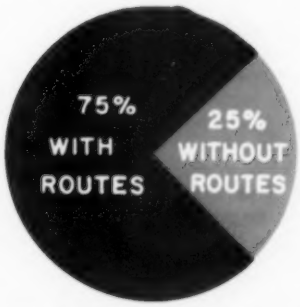
$20,000-and-Over Plants Do the Bulk of the Business



1. 92.18%—$60,142
2. 86.60%—$47,084
3. 80.27%—$53,336
4. 76.08%—$47,590
5. 92.93%—$72,831
6. 70.96%—$44,109
7. 87.26%—$54,276
8. 91.86%—$66,097
9. 91.58%—$61,325

Regional map shows how drycleaning plants in the $20,000-plus volume class do the bulk of the business. In each area the percentage figure shows how much of the sales these plants achieve in relation to over-all volume for that region. The dollar figure is the average volume per plant of the $20,000-and-over plants. For example, in the New England (9) area plants in the $20,000-plus category do 91.58 percent of all the business in that region, with these plants averaging $61,325 apiece

ROUTES DO MORE BUSINESS



PERCENT OF TOTAL VOLUME

AVERAGE VOLUME PER PLANT

and Mississippi. In this area 953 out of 1,998 plants are in the upper bracket. They accounted for 70.96 percent of the region's total annual receipts for an average of $44,109 per plant.

Statewise, it seems appropriate that the District of Columbia leads the parade. Of 125 drycleaners in and around the nation's capital, 95 plants are in the $20,000-and-more category, accounting for 95.95 percent of the District's total volume for an average of $102,368 per plant in this class.

Close on the leader's heels is Maryland, where 246 out of a total of 324 plants do 94.21 percent of the business for an average of $61,788 per plant in the $20,000-plus class. Kentucky is the state where the upper-bracket plant made the worst showing. Here 213 plants of a total of 377 accounted for 51.86 percent of the state's over-all volume for an average per plant of $36,924.

That portion of the census reports showing earnings from various services is perhaps the most interesting for the average reader. It points up conclusively that drycleaners with laundry equipment are doing a larger volume than are those plants engaged solely in drycleaning.

Laundry service picture

Of a total of 22,668 drycleaning plants listed in this particular analysis, 20,608 have no laundry equipment whatsoever, while the remaining 2,060 plants have laundry equipment of some type. The drycleaning plants *with* laundry equipment had average cleaning sales per plant of $70,874. Drycleaning plants with *no* laundry equipment had average cleaning sales of $36,589 per plant. At the same time, *laundry* plants with drycleaning equipment enjoyed average cleaning sales of $59,098, higher than the cleaning sales in the average strictly drycleaning establishment. This is probably due to the fact that laundries generally use routes.

So far as laundry sales are concerned, the drycleaning industry accounted for nearly $59 million worth of family-bachelor work. Drycleaning plants *with* laundry equipment accounted for almost $44 million of the total, for an average of $21,215 per plant. The plants *without* laundry equipment racked up $15 million worth of family-bachelor sales (presumably by farming it out), for an average of only $725 per plant.

In other words, the drycleaning plants possessing laundry equipment —the so-called "combination plants" —far outstrip the strictly drycleaning plants in both average drycleaning and family-bachelor laundry sales. The inference here is that those plants offering a more complete gamut of services have more volume than those doing drycleaning only. It is also quite likely that drycleaners who provide some sort of laundry service—even if it is limited to shirt laundering—have seen their drycleaning sales increase as a direct result.

One-stop plant has advantage

Since the drycleaner has nothing to offer but service—he generally sells no commodities—he depends largely on making things easier for his customers. A "one-stop" plant offering both drycleaning and laundering and route service would seem to fill that bill; the average drycleaning-laundry sales figures of the combination plant tends to bear out this contention.

The statistics on storage sales give evidence that the great potential of this sideline service has hardly been tapped. Conversely, however, they continue to show that the plant doing both laundry and drycleaning fares much better in this category than those plants doing drycleaning only. Total storage sales for all drycleaning establishments in 1954 were $3,781,000, for an average of $166 per plant. Drycleaning plants *without* laundry equipment did $2,901,000 in storage sales, compared with $880,000 done by drycleaning plants *with* laundry equipment.

Getting over to the laundry industry side of the picture, total storage sales for all power laundries were $2,763,000 for an average of $325. Those laundries, however, that have drycleaning equipment had a storage sales average per plant of $895, even greater than the average combination plant doing drycleaning primarily.

Although the over-all figures on storage are surprisingly small, this showing should be tempered by the reminder that these figures represent

Drycleaning Plants by Type of Solvent—1954

Location	Synthetic	Petroleum	Both
United States*	7,758	15,366	762
Alabama	96	411	15
Arizona	32	93	3
Arkansas	47	278	14
California	823	662	30
Colorado	86	182	6
Connecticut	126	154	5
Delaware	19	28	2
District of Columbia	78	36	2
Florida	105	438	24
Georgia	120	518	11
Idaho	13	89	0
Illinois	234	781	27
Indiana	186	426	19
Iowa	76	338	7
Kansas	66	374	4
Kentucky	76	263	12
Louisiana	98	472	37
Maine	43	66	6
Maryland	90	193	13
Massachusetts	265	255	33
Michigan	471	532	33
Minnesota	181	201	15
Mississippi	56	347	11
Missouri	139	497	17
Montana	16	105	6
Nebraska	45	166	9
Nevada	13	33	0
New Hampshire	14	56	3
New Jersey	363	274	21
New Mexico	20	108	11
New York	1,346	713	52
North Carolina	114	656	28
North Dakota	15	78	1
Ohio	742	415	41
Oklahoma	83	474	11
Oregon	70	185	8
Pennsylvania	411	524	30
Rhode Island	46	43	8
South Carolina	57	354	14
South Dakota	14	93	0
Tennessee	99	384	19
Texas	322	1,793	90
Utah	38	86	4
Vermont	15	29	2
Virginia	119	403	20
Washington	123	243	11
West Virginia	38	187	12
Wisconsin	102	274	9
Wyoming	7	56	6

** Excludes 1,471 plants not reporting type of solvent.*

Are you using the right amounts of water in Dry Cleaning?

Unless the amount of water added to the dry cleaning washer is varied according to the *weight* and *nature* of the fabrics being cleaned, the results from any charged system are not likely to show maximum soil removal or minimum spotting and wet cleaning. That simple fact was established by nature when she designed the raw materials from which all cloth is made, *even those modified by man.* Fabrics do *not* absorb water uniformly and wool, contrary to the popular conception, can take up as much as twice the amount picked up by cotton under the same conditions. Therefore, to get the best results, Sanitone plants classify all work according to fabric content and use a simple procedure designed for each one.

To get the maximum benefit from that amount of water, it must be introduced at the beginning of the cleaning cycle. This fact, confirmed by the research of an independent authority, has been proved in Sanitone plants the world around. It means better cleaning in every respect.

To join this exclusive family of top-flight dry cleaners, to get help in cleaning clothes more effectively, to sell your services more profitably, write for details today.

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DRYCLEANING ESTABLISHMENTS

Number by Annual Volume Size *(number does not include plant-owned outlets)*

Establishments Number	Establishments %	Sales Volume Group	Total Receipts of Group ($1,000)	Average Receipts Per Establishment	Percent to Total Receipts
89	.33	$500,000 & Over	$ 69,802	$ 784,292	6.62%
156	.59	300,000–499,000	58,559	375,378	5.55
1630	6.20	100,000–299,000	249,093	152,817	23.63
3593	13.66	50,000– 99,000	243,939	67,892	23.14
5012	19.06	30,000– 49,000	190,484	38,005	18.07
4998	18.97	20,000– 29,000	120,627	24,135	11.44
3256	12.38	15,000– 19,000	55,119	16,933	5.23
3494	13.29	10,000– 14,000	41,768	11,954	3.96
2978	11.32	5,000– 9,000	21,112	7,089	2.00
755	2.37	3,000– 4,000	2,689	3,561	.25
246	.93	2,000	492	2,000	.04
81	.30	less than 2,000	81	1,000	.007
26,287	100.00		$1,053,765	$1,485,056	100.00%

Does not include 1,136 establishments operated less than a full year with receipts of $33,050,000; average per establishment was $29,093.

sales in 1954, a year in which the now popular box storage service had not yet begun to be much of a factor. It seems fairly safe to assume that when the next Census of Business results are made known, storage sales will have more than tripled or quadrupled.

Particularly interesting to both drycleaning plant owners and the manufacturers selling to this market are the comparative solvent trends between 1948 and 1954. Of those plants reporting by type of solvent in 1948, there were 18,491 petroleum plants, 4,757 synthetic plants, and 769 plants using both petroleum and synthetic solvents. In 1954 (of those reporting this information) there were 15,366 petroleum plants, 7,758 synthetic plants, and 762 plants using both petroleum and synthetic solvents.

Synthetic plants increasing

The figures reveal that between the two census years of 1948 and 1954, three out of four plants were petroleum plants. In 1954 it was two out of three. In 1948 one plant in five was a synthetic plant; in 1954 the figure was one out of three. Combination plants remained the same.

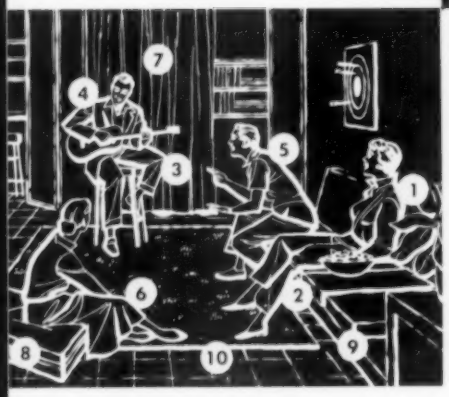
As far as the *number of cleaning units* in use during 1954 is concerned (comparative figures were not available for 1948), the census reported 9,849 synthetic solvent washers and 22,663 petroleum solvent washers. *Actually*, there were more units of each type in use that year, but only 22,668 drycleaners out of the nationwide total of 27,423 plants reported their type of equipment. In addition to the number of units reported in drycleaning plants, power laundries reported a total of 1,203 synthetic and 2,991 petroleum washers.

The census also reports the number of laundry washers in use in drycleaning plants in 1954 by size of washer capacity. In that year drycleaners responding to that question owned 2,319 washers of under-20-pound capacity, 2,587 washers with capacities of 20 to 49 pounds, and 2,635 washers with capacities of 50 pounds and over. Here, again, it must be noted that not all drycleaning plants reported whether or not they had laundry washers.

Readers wishing more detailed information on the 1954 Census of Business are advised to request Bulletins S-2-2, S-2-3 and S-2-7 from their Department of Commerce offices. # #

"Now, all we have to do is sell our customers on the idea, like we did on 'rolled' sleeves!"

Not just a new market...



Look at all the drycleaning dollars available in today's modern living . . . for the most part, not in existence a few years ago. (1) ladies' blouses, (2) ladies' slacks, (3) men's slacks, (4) men's sport coats, (5) men's sport shirts, (6) ladies' skirts, (7) drapes, (8) zip-off pillow covers, (9) furniture slip covers, and (10) scatter rugs. This ever-increasing use of drycleanable items is typical of the choice new markets available to you.

it's a new kind of market!

Each of the thousands of new residential areas that are springing up across the country—in every city and town—represents a new, choice location for a drycleaner. Most important, these areas are more than just a new market, they are a new *kind* of market.

Our standard of living is greatly improved, and this improvement has directly and automatically increased the volume of drycleaning. For example: today's young moderns have more types of drycleanable clothes, furnish their homes with more items that require drycleaning, clean many things their mothers washed. Best of all, they use drycleaning service more often. In case after case, these new neighborhoods have proven to be busy, bustling, big-profit locations. Look around you. Are you going to pocket the profits from these new locations, or is someone else? You, who have the knowledge and experience, can capitalize on these new markets safely and with a minimum of cash outlay. Now is the time for *you* to expand.

Expand...

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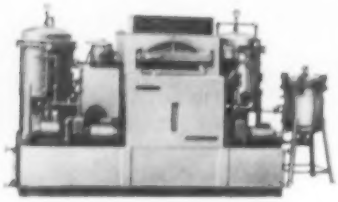

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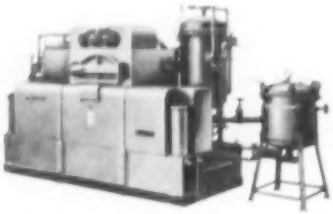
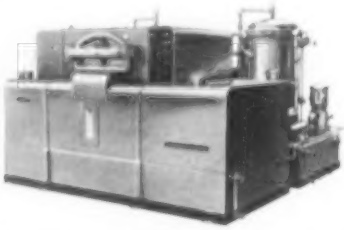


Monarch—100 to 140 lbs. capacity per hour.

Diplomat—150 to 200 lbs. capacity per hour.



Ambassador—Over 250 lbs. capacity per hour.

Synth-O-Saver
Available in either 35 or 50 lbs. capacity per load.

Detrex Equipment Has Built-In Expansion Features

1. **AUTOMATIC QUALITY CONTROL—You get constant high quality cleaning with absolute minimum labor and supervision . . . thanks to Detrex push-button automatic operation.**

2. **TROUBLE-FREE OPERATION—You'll never have to worry about down-time with Detrex quality construction . . . high volume cleaning year-in and year-out with a minimum of maintenance.**

3. **FLEXIBILITY IN INSTALLATION—Separate cleaning and recovery units require minimum floor space . . . can be arranged to suit your space and working conditions.**

4. **FLEXIBILITY IN OPERATION—You can have either a standard unit or two-bath operation; soap-to-each-load or no rinse charge.**

5. **FLEXIBILITY IN CAPACITY—Capacities ranging from 60 to well over 250 lbs. of cleaning per hour allow you to select the machine exactly right for your operation.**

Detrex Makes It Easy For You To Expand

Under the Detrex Lease Plan, you can lease *any Detrex machine.* You have no capital investment on equipment when expanding. Or, if you prefer, your Detrex distributor will assist you in financing all your equipment.

DETREX Can Make Possible NOW

What You Had Planned For The Future

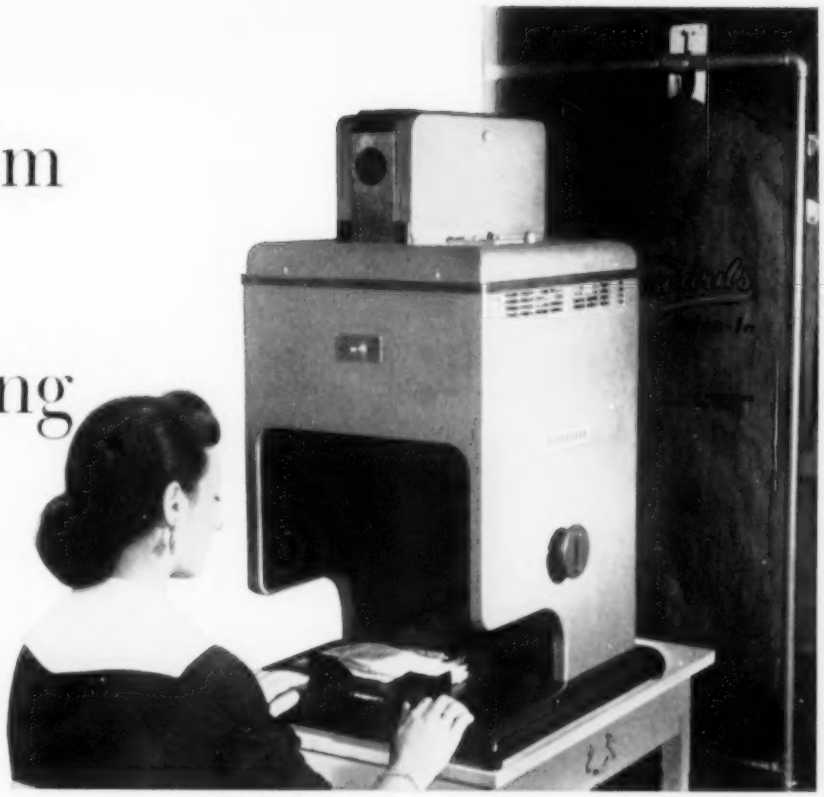
DETREX CHEMICAL INDUSTRIES, INC.
Dept. I-70
Box 501, Detroit 32, Michigan

- ☐ Send me complete information on the Detrex LEASE Plan.
- ☐ Tell me how Detrex can assist me in EXPANDING.
- ☐ Send me complete information on the Detrex Process and how it will increase my profits.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE ____ STATE _____

DETREX CHEMICAL INDUSTRIES, INC.
BOX 501, DETROIT 32, MICHIGAN

New System reduces bookkeeping time 75%



Tickets are photographed by pressing a button on Recordak Junior Microfilmer. One girl handles the bookkeeping and photographs tickets for plant-store and three branches as part of daily job.

Howards' laundry and dry cleaning firm, Birmingham, Ala., saves upwards of $4,000 per year by taking pictures of tickets instead of keeping a written record.

As owner Charlie Howard points out—all the new system calls for is a low-cost Recordak Junior Microfilmer, an adding machine, and a part-time bookkeeper.

Just list the ticket charges on the adding machine and enter totals in general sales ledger. Then photograph the tickets and the tapes in your Recordak Junior—nothing could be easier, faster. You can photograph up to 40 tickets in a minute for approximately 3¢.

One girl, as part of her daily job, handles all the tickets for Charlie Howards' plant-store and three outlets. She simply presses a button on the Recordak Junior and gets a photographically complete record *instantaneously*.

Service to customers is also much faster—no longer are completed orders held up waiting for tickets to be transcribed!

Write today for complete details on this new system and the Recordak Junior Microfilmer (with built-in film reader), which you can buy for as little as $550; or rent for as little as $17.50 per month.

"Recordak" is a trademark
Price subject to change without notice

RECORDAK

(Subsidiary of Eastman Kodak Company)

originator of modern microfilming—
now in its 30th year

MAIL COUPON TODAY

RECORDAK CORPORATION
415 Madison Avenue, New York 17, N. Y.

Gentlemen: Please send further information on laundry and dry cleaner savings with Recordak Microfilmer. FF-9

Name _____ Position _____

Company _____

Street _____

City _____ State _____

YOUR GUIDE – TO A PROFITABLE HOUSEHOLD DEPARTMENT

PART FOUR–

Easy Way To Finish Bed Coverings

By LAURA HERRMANN PORTERFIELD

OF ALL HOUSEHOLD items, the biggest potential for more volume can be found in bedspreads, comforters and blankets. This is simply because there are more of these than items such as drapes, and also because they are subjected to greater soiling.

Thanks to sound wetcleaning techniques and charged-system cleaning, none of the bed coverings present any great problem today. But these are only the first steps. Unless the finishing and packaging are of top quality it is difficult to cash in on this rich market.

It is the little things that count toward doing a quality job. In the case of bedspreads, for instance, many of these will have fringed edges. Unless the fringe is all brushed straight and smooth, the finishing isn't 100 percent right. This can be done best while steaming right on the buck of the machine. The threads seem to separate better while they are damp from the steam. A rice brush or carding brush works well on this fringe.

This is just a case in point on one style of bedspread. Actually, there are about as many different types of spreads as there are bedrooms in this country. The simple chenille or tufted spreads are easily finished.

Taffeta most popular

One type that seems to come into cleaning plants most frequently is the rayon taffeta. This is generally quilted in the center and has a long tufted section that fits over the sides of the bed.

Some have this single wide ruffle, others have several extra ruffles. When these are encountered, they should be finished separately, and *before* the large section of the spread is finished. Bedspreads should be finished in the following manner:

Job Breakdown
Taffeta Bedspreads

IMPORTANT STEPS and KEY POINTS

1. **Finish gathers at top of ruffles on puff irons.**

   a. Place bedspread over one arm or on table of puff irons if possible. Spread should not fall onto floor. (See Fig. 1.)

   b. Start at one edge of ruffle and fit point of shoulder puffer well up into gathers so that there will be no creases at the top where the ruffle is gathered onto the spread.

   c. If creases have been ironed into gathers previously, a light spraying with the water gun before finishing on an uncovered puffer should remove the creases.

2. **Finish center section of spread on press.**

   a. Place center section on buck of machine with unfinished part at back and at right end of press.

   b. Quilted section should be water-sprayed, steamed and hot-head brought down to finish. This should be finished the same way as if the material were not quilted. (See Fig. 2.)

3. **Continue all the way across bottom of center section and then move to top section of center.**

   a. The size of the press will determine how many times it will be nec-

Continued on page 40

Fig. 1. Unfinished portion of spread is held off floor with left arm

How To Finish Blankets . . .

Several factors determine how a blanket should be finished, or if it should be finished at all. For example, if a blanket has been wet-cleaned it may merely be air-dried, not tumbled. The only finishing that might take place is carding, either while the blanket is still damp or after it is completely dry. This depends upon the preference of the individual plantowner. The binding may be touched up for a complete job.

Some blankets can be wet-cleaned only for satisfactory results. In this category are Dynel blankets and the electric ones. Many plantowners prefer to wet-clean all blankets, a practice followed especially in combination laundry-drycleaning operations.

This article is not intended to point out the merits or disadvantages of one cleaning method over another. It is concerned with the finishing methods that should be employed on blankets that have been drycleaned. With charged-system cleaning so universal today, this is the method used in the average plant for blanket cleaning.

If blankets have been drycleaned, here are the finishing steps to follow:

1. **Place blanket on buck of machine for steaming and carding.**
   a. Use as large a buck as possible for this as the head of the machine is not used for this operation.
2. **Steam and card blanket.**
   a. Steam from buck and straighten blanket using hands or soft brush.
   b. Using carding brush, card in same direction at all times. (See Fig. 7 above.)
3. **Finish bindings.**
   a. Using hand iron at low temperature, finish bindings on blankets, being careful not to let iron get onto the main section of the blanket. (See Fig. 8 above.)
   b. Do not stretch bindings as finishing, but keep flat on board.
4. **Fold blanket.**
   a. Keep edges even, ending up with bindings all at the same side.
5. **Package blanket like tablecloth.**
   a. Seal blanket ready for storage in case customer wants it. (See Fig. 9 above.)

One word of caution. In the case of Dynel blankets, these should be kept away from the press entirely. Carding while slightly damp should be the extent of finishing. On all other blankets, please note that head pressure is never used.

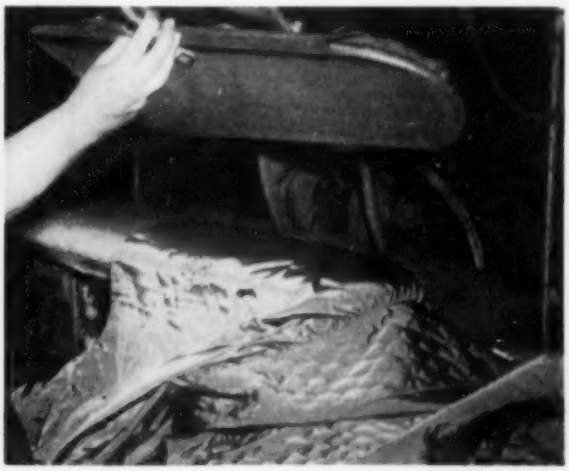
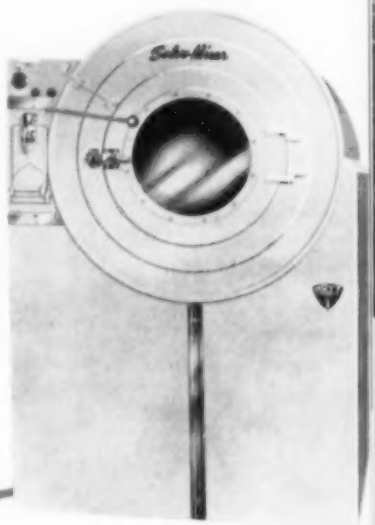


Fig. 2 (left). Bottom steam and water spray precede head pressure on quilted section. **Fig. 3** (right). Side ruffle is machine-finished

Jean Smart says – "Only HOYT designs

BE SURE THESE HOYT

Join the leaders and insist that your new reclaimer has these advanced and exclusive Hoyt features so important to the success of today's . . . and tomorrow's . . . cleaning and finishing methods. The quick advance of new synthetic fabrics, thermoplastics, piles, etc., demands controls never before needed. For instance . . .



QUICK-COOLING CYCLE

Hoyt's Quick-Cooling Cycle permits you to reclaim the last traces of perc while the cooling cycle is in operation, thus reducing or eliminating the need for deodorization. Reclamation continues during this cooling period. It also allows *just* the right basket temperature required.

AUTOMATIC TIMING SYSTEM

The Electric Timing System permits semi-automatic operation, assures correct load runs, frees operator for other duties, guarantees maximum output.

YES, EVEN THE SMALLEST DETAILS

Even the smallest details are covered by Hoyt features.—The Deodorizing Warning Light is an example . . . guards those dollars all too often wasted up the flue.

Pardon, sir, – "Lint?"

King Sized Lint Trap. Ideally located at shoulder height. Easily cleaned in 27 seconds or less.

Pardon, sir, – "Maintenance?"

Designed for quick servicing. Coils, fans, and fan motor are readily accessible from the front of the reclaimer. Handy cleanout door is provided for condenser coil.

Pardon, sir, – "Size?"

You *must* have the right size reclaimer. A reclaimer too large or too small for your drycleaning machine continually wastes your time and money. Only Hoyt offers you *all* sizes of reclaimers.

reclaimers to lead with the Leaders!"

RECLAIMER FEATURES* WORK FOR YOU

*Patents applied for.

**

SPECIAL AUTOMATIC CONTROLS
These controls can be ordered with your reclaimer giving the ultimate in solvent reclaiming automation.

TRIPLE DIAL CONTROL
Permits complete flexibility of any or all cycles—reclaiming, cool-down or deodorizing—flexibility never before obtainable in solvent reclamation control . . . the operator has only to set the dials and is then free for other duties.

TEMPERATURE CONTROL
Temperature is exactly maintained merely by setting a dial —a must in cleaning heat-sensitive pile garments.

LOADTROL
Operator can now vary the cylinder speed to give the proper tumbling action for any size load or type of garment. Small loads, or articles requiring general tumbling, can be tumbled at slow speeds for full aeration and fluffing, eliminating swales, wrinkling, etc. If desired, you can completely stop the cylinder and still have reclamation!

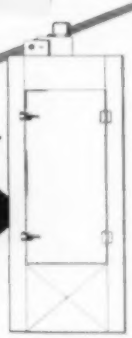
AUTOMATIC WATER CUT-OFF
Water is shut off automatically when machine is not in use. No more going to the rear of the machine—or forgetting —to shut off the water.

** *Special Automatic Group Reclaimer includes all features listed above*

Another HOYT

FIRST

All-Purpose Cabinet



Not only a reclaiming cabinet but a once-through drying cabinet. Just imagine the implications of this cabinet in view of the rapid strides being made today in sizing, mothproofing, and waterproofing methods.

Jean says – *Play it Smart . . . be sure you get Hoyt features on your Reclaimers!*

HOYT MANUFACTURING CORPORATION
14 Forge Road • Westport, Massachusetts

- ☐ Series "57" Super Fast Solvo-Miser
- ☐ Special Automatic Controls
- ☐ All-purpose Cabinet

Name _____

Company _____

Address _____

Fig. 4. Comforters can be done on regular offset press if necessary

Fig. 5. Head of press produces smooth finished look on comforters

Fig. 6. Tiny wrinkles at stitching are removed with hand iron

Continued from page 36

essary to go across the spread to cover the entire center section.

b. There may be some color change when the hot-head of the press is applied to some of these colored bedspreads but it will change back as soon as cool.

4. **Finish large sections of side ruffles.**
   a. Start with unfinished section of ruffle at back of press. (See Fig. 3.)
   b. Place ruffle so no gathers come up onto the back of the machine.
   c. Use water spray gun with light steam from back of machine; lower and lock head of press; release head and apply vacuum.
5. **Fold bedspread so ruffles hang down on either side of hanger.**
   a. Fold top and bottom edges together, holding at edge of center section, letting ruffles hang free.
   b. It is much easier to fold if two operators work on the spread.
   c. Place across large drape hanger. Do not wrap this type of bedspread.

Satin and taffeta comforters

These comforters are usually puffy. Many plants hesitate to finish them on a press for fear of flattening them out too much. There need be no worry about this, or getting small wrinkles near the stitching, either. Both problems can be overcome.

On the wrinkles, bottom steam is used first, with a light water spray, before the wrinkles are straightened and the press head is lowered.

It will be found that after the comforter is left to cool, it will fluff up the same as before. But the material must be pressed. It is smooth and should be returned to the customer in the same condition as when the comforter was new. Here is the step-by-step procedure to follow:

Job Breakdown
Satin and Taffeta Comforters

IMPORTANT STEPS and KEY POINTS

1. **Place comforter on buck of machine.**
   a. A hot-head machine of any size may be used.
   b. Place comforter so that unfinished section is at back of press.
2. **Finish comforter.**
   a. Starting at one corner, steam from buck; at the same time apply water from spray gun. (See Fig. 4.)
   b. After straightening out with hands, lower head but do not lock.
   c. Release head and apply vacuum. (See Fig. 5.)
3. **Continue over entire comforter.**
   a. Touch up any wrinkles with hand iron as in Fig. 6.
4. **Fold comforter.**
5. **Package comforter.**
6. **Fasten identification to package.** # #

Mountain Staters Meet

ATTENDANCE at the seventh annual convention of the Mountain States Laundry and Drycleaning Association was bolstered by a contest among allied tradesmen to bring in the most registrations. Delegates to the meeting, held June 13-15 in Estes Park, Colorado, included drycleaners and launderers from Colorado, Wyoming and New Mexico, with a few from Nebraska. Al Bowser, Chemical Sales Co., Denver, took home the $100 check offered as the contest prize.

Frank Corrick, Denver Laundry, was named president of the association, succeeding Jack Grant, Colorado Springs. Other new officers include Fred Palmer, New Method Laundry and Cleaners, Grand Junction, Colorado, vice-president, and John Kuhn, Troy Laundry, Casper, Wyoming, treasurer. Frank LeRoy, Denver, remains as secretary of the association.

A big attraction at the convention was the appearance of "Mike" Dodge, American Institute of Laundering president, and Gene Hawk, Miller Laundry, Des Moines, Iowa, AIL regional director for District 7. Mr. Dodge's talk covered three main subjects: minimum wage legislation, union scandals that have hit the laundry workers in recent months, and significant research being done by AIL.

Sessions got underway June 14 with a morning address by Pat Kack, Cowles Chemical Co., on "Cold Water Rinsing." Friday afternoon sessions included an address by Morry Friedlander, Davies-Young Soap Co., on merchandising, and a talk by Jack Rachleff, Fablok Mills, on nylon nets.

Saturday sessions included two principal talks. H. O. Mamaux, Pittsburgh Waterproofing Co., covered in considerable detail the subject of padding the flatwork ironer, and Jim Chisholm, Sanitone Division, Emery Industries, gave a luncheon address on "The Magic of Management."

The business meeting, including election of officers, was followed by a cocktail party and the president's banquet, with installation of officers. A dance Saturday evening ended the convention.

Talk during and between convention sessions indicated that drycleaners now in the combined organization with laundrymen may soon restart their own independent organization. The drycleaners have been holding informal meetings recently, and progress of these sessions indicates that the split-up will become a reality before next year's convention. # #

May 29, 1957

Dicalite 7 has virtually wiped out my linting problem. I make this statement with no reservation.

Prior to using Dicalite 7, I was plagued with incessantly increasing linting problem. The seriousness of this problem prompted me to seek some kind of remedy.

Dicalite 7 with its anti-static properties appeared to be a possible solution to an annoying and costly problem common to virtually all dry-cleaners. The first application of Dicalite 7 in my dry cleaning equipment was not only enlightening but astonishing. The linting problem was reduced by more than 90 percent. Not only are the garments coming out brighter but Dicalite 7 has saved me more than two hours of tedious labor daily. In addition to the anti-linting properties of Dicalite 7, the filtration characteristics of Dicalite 7 is equal or even superior to any filteraid powders I have used in the past.

I am fully convinced that Dicalite 7 is far superior to any other filteraid powder offered on the market today.

John P. Patino
Johnny Patino

What could we possibly add to Mr. Patino's statement?*

*Nothing—except that Dicalite 7 works perfectly in charged-system cleaning, also, in either the one-bath or two-bath method, without cutting the charge!

Make *your* summer easier with Dicalite 7—your supplier has it or will get it for you if you ask him.

Dependable GLC GREAT LAKES Dicalite® DIATOMACEOUS MATERIALS

DICALITE DEPARTMENT · GREAT LAKES CARBON CORP., 612 SO. FLOWER ST., LOS ANGELES 17, CALIF.

How Would You Decentralize?

NONACTIVATED STORE IN PLUSH SHOPPING CENTER . . .

PACKAGE UNIT WITHOUT PARKING CONVENIENCE . . .

MODERN DRIVE-IN PACKAGE PLANT . . .

. . . They all worked for Parker's!

By ART SCHUELKE

WITH ALL THE INTEREST today in opening package plants and branches, everyone seeks surefire answers for selecting the "right" locations. And Roger Clarkson of Parker's Dye Works and Cleaners, Ltd., Toronto, Ontario, Canada, is no exception.

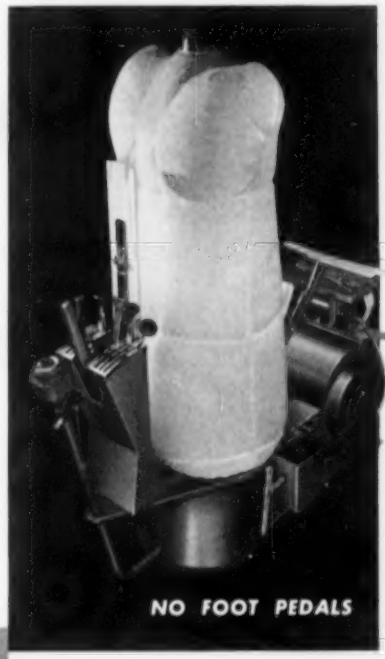
The only difference is that Mr. Clarkson has been living with this problem longer than most cleaners. He has come up with some basic ideas that may help others, since experience has proven his points. He is one of the pioneers of decentralization in his market. His first venture in this direction was an inactivated call office and he later installed two complete package plants.

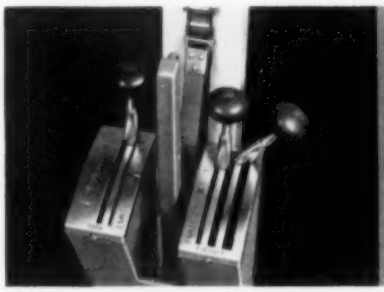
There is absolutely no similarity among these three outlets. The call office is located in the heart of a very exclusive shopping center. One package plant is on a main arterial highway on the fringe of the city. It is a drive-in with ample parking space. The other plant is close into town in the middle of a crowded business district. It occupies a store in a row of shops. Only meter parking on the streets is available.

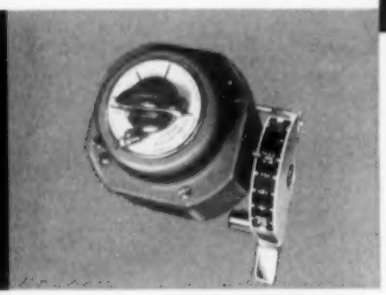
So far there doesn't seem to be much rhyme or reason to the planning but, as we shall presently see, the

AIR AND STEAM
at the same time!
— an exclusive feature on the
CISSELL FORM FINISHER

Bring on hard-to-work materials for a soft, beautiful finish! . . . chamois, suede-lined, fur-trimmed, gabardine garments and the heavy materials that demand air while steaming.







Finish any style or size—from the smallest child's garment to the largest adult's garment.

★ Lever adjusted nylon form

Simple! Fast! Accurate! Levers regulate size of nylon form at waist, hip, and lower positions, by moving back and forth in a horizontal motion and quickly locking into position. Position markings for levers enable operator to reset to the exact adjustments required for a known garment style or size. Fumbling and guesswork with controls are eliminated. Actually, you get a more uniform finish . . . your operator is less tired.

★ FULLY AUTOMATIC
Cissell-built Time Switch does the job

Operator can do other work while the Cissell Form Finisher steams . . . dries . . . and cuts off automatically. Time Switch enclosed in a metal case for protection; mounted at a convenient height for ease of operation.

★ Built for years of service . . . shoulder form—a self-contained unit . . . stainless-steel frame . . . Cissell-built steam valve . . . and every quality feature you expect from Cissell.

★ Controlled air pressure

Air pressure adjustable, at front of machine, from minimum to maximum or to any intermediate stage quickly and easily. Now you may adjust air flow for the sheerest fabrics and shape perfectly the heaviest garments WITH SAFETY.

CISSELL FORM FINISHER with one set of #11 Sleevers, one set of #24 Sleevers, and one Cissell Vent Clamp, $530 F.O.B. Louisville, Ky. Guaranteed for one year against manufacturer's defects.

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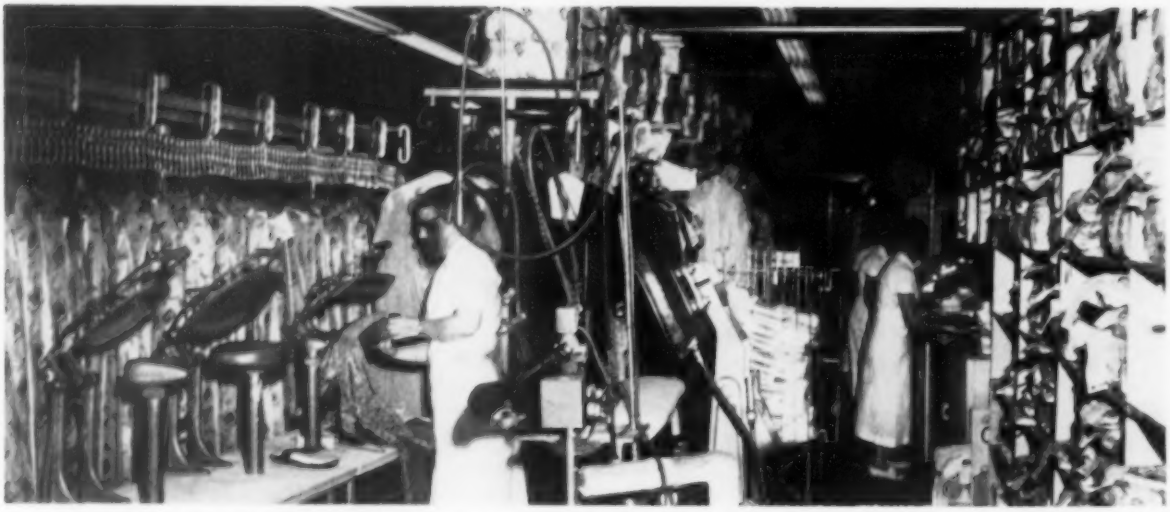
Cissell vent clamp for short garments.



First package plant is bulging at seams. Conveyors help save valuable space needed for garment storage

outlets have several factors in common. But first let us study the reasoning behind decentralization at Parkers.

The plant is one of the oldest in the city of Toronto and enjoys a fine reputation. It is still at its original location on Yonge Street, a mile or so from the heart of the city. When it first opened the area was mostly residential, and was just about the edge of the city. Now, of course, Toronto has spread miles beyond and the location is all commercial. Remaining residents of the area are in the lower-income group.

The plant's volume of $500,000 annually was coming mainly from eight routes that cover the city, plus good cash-and-carry in the plant store. That is, it was good up until some six years or so ago.

At that time the city began construction of its subway which runs under Yonge Street. The street was blocked off for months. Two-thirds of the store volume was lost and has never been regained. Even now, although the street has been resurfaced, traffic on it is so heavy that all parking is prohibited, all day long.

And that volume was essential to continue operating. The plant has a very high break-even point. Like most older establishments, additions were tacked on to the building as the volume grew through the years. The result is a maze of corridors, stairs and odd-shaped rooms. Because of this cumbersome arrangement, requiring extra handling and backtracking, labor costs are high. Then, too, more supervisory help is required in such a setup.

Something had to be done to recapture that lost counter trade. Mr. Clarkson had ample equipment in the main plant to handle more volume, and so turned to a nonactivated outlet. Since his firm charges more than the average for cleaning in that market and because it has such a fine reputation, he reasoned that his new business must come from the same upper-income class he already has as customers. That is, he sought people in that same income group, but who had so far not found it convenient to deal with him or whom he had lost because of the Yonge Street parking problem.

A new shopping center was opening in the heart of one of the best residential districts in town. There was little need for a preliminary market survey on this one. The builders and outstanding retailers of Toronto had already done that. In addition, Mr. Clarkson has an intimate knowledge of the city and knew the location was right.

That his judgment was correct is reflected in the fact that the store presently does better than $1,000 a week. The bulk of this is straight drycleaning, while the balance, about 25 percent, consists of shirt laundering. The cleaning is done in the main plant, while the shirts are processed in the newer of the two package plants.

While this outlet had the desired effect of increasing volume, it still wasn't the answer to more profits. The main plant had reached the point of diminishing returns where the more volume it produced, the fewer pennies of profit were realized.

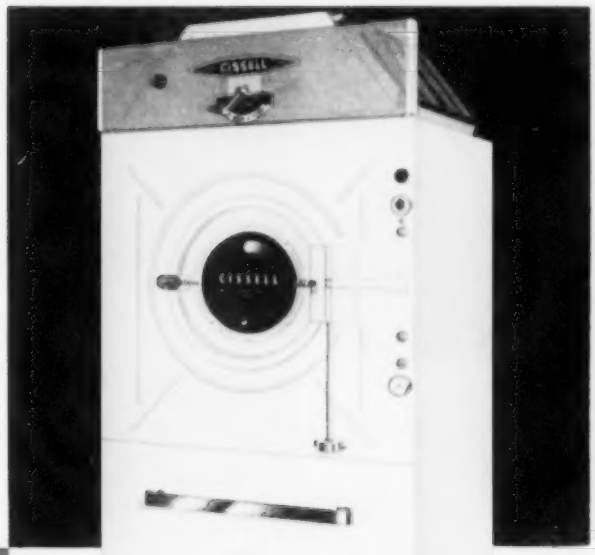
So, nearly three years ago, Mr. Clarkson cast about for a good location for a package plant. On his own, and with the help of several allied tradesmen, the city was studied closely. An opportunity came up to secure a store location in an upper-income area. But this was a conventional loca-

"I fired that presser nearly a year ago, but our dog keeps bringing him back!"

Nobody but Cissell

builds a Tumbler with a positive 8-Stage Heat Control

ELIMINATE TEMPERATURE GUESSWORK



. . . Sturdy Double Walls

. . . provide extra strength . . . reduce heat losses . . . confine heat to basket. Outer walls are flat . . . easy to clean . . . never too hot to touch. No-Sag Basket eliminates need for auxiliary supports. Perforations in basket shell are extruded to provide a smooth surface.

Drycleaning Tumbler available in Single Basket: 36" x 18", 36" x 30", 42" x 42"

ALSO AVAILABLE: Cissell Gas-Fired or Steam-Heated Laundry Tumblers: Double Basket "Twin"; Single Basket 36" x 18", 36" x 30", 42" x 42"

. . . and every feature you want

Large volume of air for fast drying and complete deodorization . . . separate fan and basket motors . . . Cissell-built Gear Reducer for quiet, long-life operation . . . Static Steam Spray . . . Two-Way Fire Extinguisher . . . full-width lint drawer . . . Air Filters standard equipment on 42" x 42"

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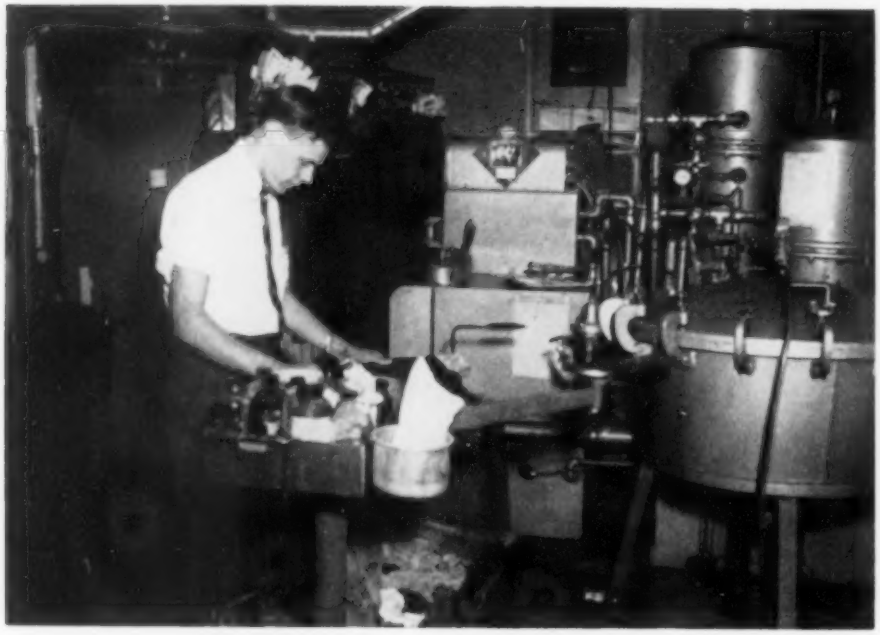


Direct supervision is in hands of cleaner-spotter. This, in sharp contrast to main plant which requires host of supervisory people

tion on a main artery, not unlike the old Yonge Street location of 20 years ago.

The area probably is made up of the first wave of families who moved from the Yonge Street district when it became so heavily industrialized. The market was there, but would they buy from Parker's? The busy street offered very little parking room, except for the occasional lucky person able to find a metered space open. Certainly this is not the kind of spot generally advocated. No modern shopping center here, nor did it offer the great convenience of parking demanded by the motoring Mrs. Housewife.

Mr. Clarkson was convinced that the people in the area were looking for his kind of quality. If the other stores in the several shopping blocks survived the parking problem, so could he. Plans were made to install a synthetic plant and a shirt laundry.

The store took hold immediately. It is producing an average of $2,000 a week, and amazingly, 75 percent of this comes from pedestrian traffic. The balance comes from automobile customers.

The plant is averaging $500 a week from shirts, which it sells for 23 cents apiece. Here is another interesting paradox. Both package plants and the call office offer shirt service, but the main plant store and the routes do not. There simply isn't enough room for a shirt unit in the main plant, as it is presently arranged. An extensive modernization is planned there in the near future, and that will make a story in itself. Meanwhile, the shirt service isn't offered there, and there has been no customer dissatisfaction.

The immediate success of the first unit prompted Mr. Clarkson to seek another location. This time his efforts resulted in an about-face so far as type of area was concerned. He secured a spot on the outskirts of town, but on the same Yonge Street that passes his main plant. Unlike the older established community that supports his first package plant, this area represents the fast-growing newer section of the city. The four-lane highway in front of the package plant is loaded with traffic all day long.

But this unit has ample parking facilities, and is located on a convenient corner. Traffic lights nearby break up the traffic flow, making it easier for motorists to use the driveway. This plant has been open just a little more than a year, and it is already approaching the first package unit's volume figures. To supplement its shirt volume, this outlet does the shirt laundering for the nonactivated branch.

Shirts crowd capacity

It appears that this extra shirt work will soon cramp the facilities here. Perhaps by that time the modernization plans at the main plant will materialize, making it possible to divert these shirts there for processing. Other future plans include more such package units. And with good reason. The two units have added 30 percent to the over-all profits of the company.

What rhyme or reason comes out of a study of this firm's expansion? First an unactivated branch, next a package deal without parking, and finally what is recognized as the more typical package plant of today. Even in the latter case, it is not near any shopping center as such. The neighborhood has the general run of rows of shops along an artery.

Features in common

There is something basic about each outlet, in spite of the lack of similarity. First of all, each unit is located in an upper-income market. The residents in those areas are willing to pay the higher price this firm charges. And this is due to the fact that quality has been maintained in these units. Free repairs and good finishing are a must.

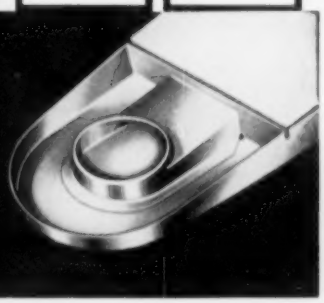
The package units offer "speedy" service but don't stress hourly schedules. Normal service is two to three days, but same-day delivery is available at no extra charge when it is requested.

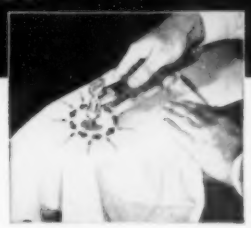
Both locations are rented on long-term leases. The firm's capital outlay is for equipment only, plus the obligation to fulfill the lease.

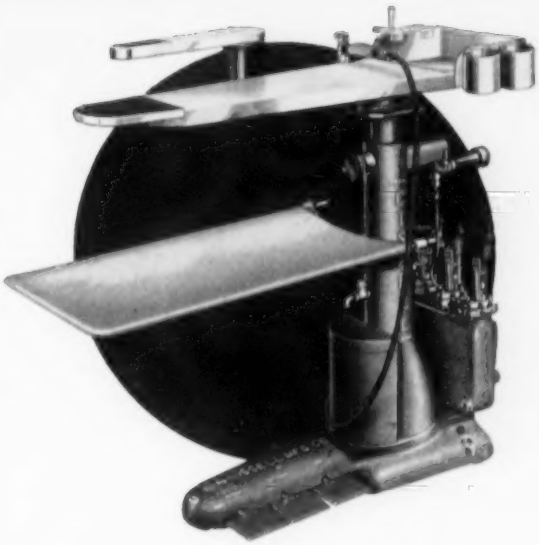
Since the two successful units were launched, the firm has engaged in a very intensive market study of the entire city. Probably the most important working tool in the hands of Mr. Clarkson is a detailed map of the city of Toronto. On it he has colored in the exact locations of the better markets in that city. He is aiming for the upper-half income group and the map tells him where to train his sights. # #

CISSELL

concentrated *vacuum does it!*







Get amazing results with the
CISSELL VACUUM SPOTTING BOARD

It has everything . . . dry, moist, or wet steam and a *concentrated vacuum.* Spot and dry large areas with ease. Cut wet-cleaning and re-cleaning to a minimum, eliminate feathering . . . sizing rings . . . discoloration . . . "blow-off" with dry steam. For quality work, provide your operators with *the best in spotting equipment!*

POWERFUL CONCENTRATED VACUUM . . . on tips of both spotting board and swinging sleeve board — keeps wetted areas under control . . . provides rapid drying in "dry" spotting. When solvents, soaps, bleaches are necessary, the white vitrolite top is unexcelled — its white surface enables spots to be seen with ease.

Stainless Steel pan with fine nickel screen on tips of both spotting board and swinging sleeve board . . . sturdy, cast iron base . . . compressed air connection for hot air . . . height adjustable to suit operator.

W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.

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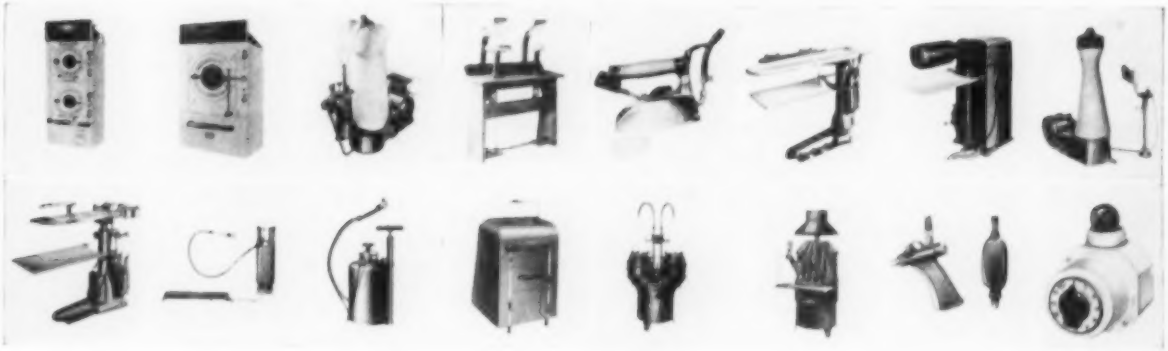
Consult Your Jobber

Cissell Equipment in use the world-over



Best way to get finer cleaning at less cost—

Specify Honeywell Humidity

You save on spotting time—because the Honeywell system adds moisture to the garment in the washer. Spotting is necessary only on the most stubborn garments.

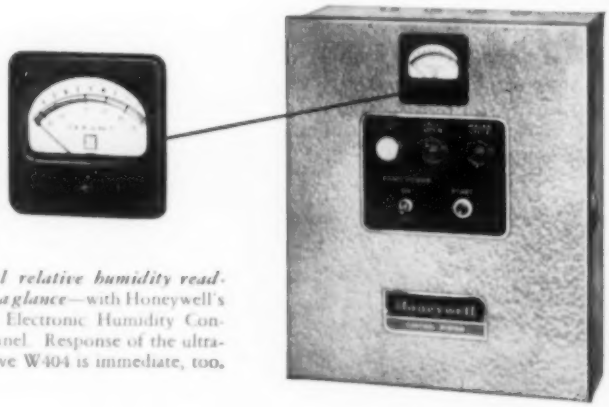
You save on pressing time—labor costs are less because presser spends less time per garment. And because fabrics come from washer with fewer wrinkles, pressing reruns are reduced.

Honeywell Humidity Controls—now available on leading washers. Or you can order

You get consistently fine cleaning *only* if the solvent relative humidity in your washer is correctly matched to the needs of each clothes load.

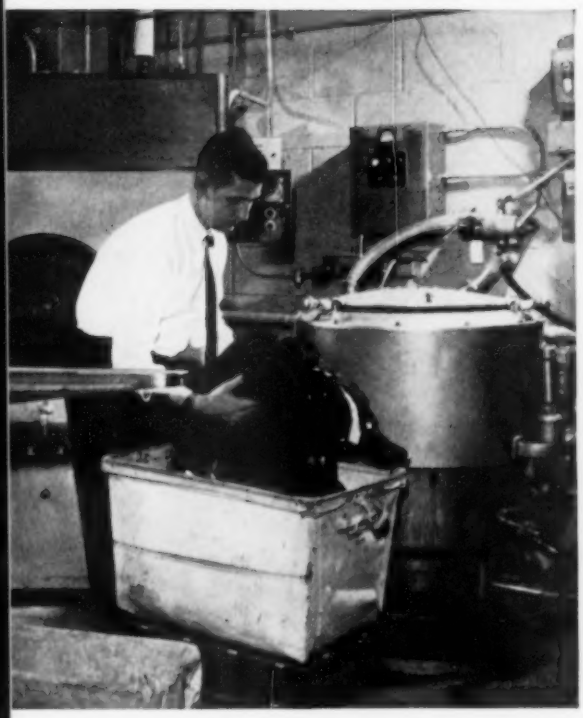
That's why more and more progressive washer manufacturers are making Honeywell's Relative Humidity Control Panel standard equipment on their washers—or accommodating their washers for field installation. *The W404 panel gives complete sensitive and accurate control of your solvent,* plus immediate visual indication.

The Honeywell W404 Humidity Control Panel can be used with single bath, 2 bath or batch processing, in either synthetic or petroleum plants. No adapting machinery is required.



Actual relative humidity reading at a glance—with Honeywell's W404 Electronic Humidity Control Panel. Response of the ultra-sensitive W404 is immediate, too.

Controls on your next washer!

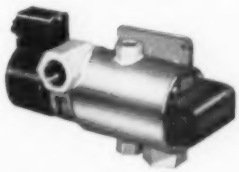


You save on washer operation—easy to operate, you don't need highly trained operators. So little supervision is required that if regular operator is out for a day, a substitute can easily handle the washer.

You end customer complaints—there is less spotting, wrinkling and shrinkage—brighter colors, fewer breaks . . . less color bleeding and fabric piling—all this means more *satisfied* customers for you.

any-make washer with mounting facilities for easy field installation.

Gold Grid Humidity Control—reacts immediately to slightest humidity variation. Adds water the exact instant clothes need it.



Vapo-Lator*—gives precise measure of water content of dry cleaning solvent mixture. Insures correct metering of water into washer.

Do you know which washers come with the most modern humidity control? Send for recommended list of washer manufacturers offering Honeywell Humidity Controls as standard equipment.

Call your local Honeywell office, or write Minneapolis-Honeywell, Dept. ND-9-222, Minneapolis 8, Minn.

Honeywell

*Trademark

First in Controls

New sweater boxes find favor with customers compared to cellophane wrapping. Note cellophaned packages secured together with plastic tape; coupons in both types of packages

Sweaters Flourish in Boxes

By WILLIAM R. PALMER

SURROUNDED though he is by many drycleaners or their outlets, Maurice Loper, former NID fieldman and owner of Cardinal Cleaners, has been steadily building a nice quality business by stressing sweaters.

The prevailing price in Nashville, Tennessee, is 50 cents. Maurice charges 65 cents and really babies the sweaters. He wetcleans them at the slightest sign of need, brushes the nappy ones, folds and lays them on a flat surface after finishing to retain their shape.

He is reported to have been the first in Nashville to really push the sweaters and to put them out in cellophane over a sport-shirt cardboard. In 1955 Cardinal Cleaners handled 6,500 sweaters, with some women customers regularly bringing in as many as eight sweaters a week (Nashville's a *delightful* place).

Now that practically all cleaners are cellophaning sweaters, Mr. Loper has changed his packaging to individual boxes with large cellophane windows. Tissue is folded into the sweaters. Cost of supplies runs about a cent more than the cellophane and shirtboards per sweater, while the labor cost remains about the same as it was. Boxes are bulkier but easier to handle because less slippery and regular in shape.

Customers are expressing a liking for the boxes as not being so slippery on their shelves, easier to stack and good for storing sweaters again *after* a brief wearing. The major objection to them is that when they are stacked on a shelf a woman can't tell from the ends of the packages what the contents are.

Maurice uses a coupon with his sweaters, and with his sweater business *only*. The coupon goes on top of the sweater in the box right under the window. Carrying the customer's name, it identifies the sweater. Any customer returning 10 of these coupons gets one dress drycleaned without charge.

These coupons have helped a lot in building sweater volume at Cardinal Cleaners, but Loper's quality has been the chief stimulant. One customer in this reporter's presence told Maurice she never used to buy many sweaters, until she found where she could get them "really clean." # #

—KEEP THIS COUPON—

10 Coupons Gives You 1 Dress Cleaned FREE

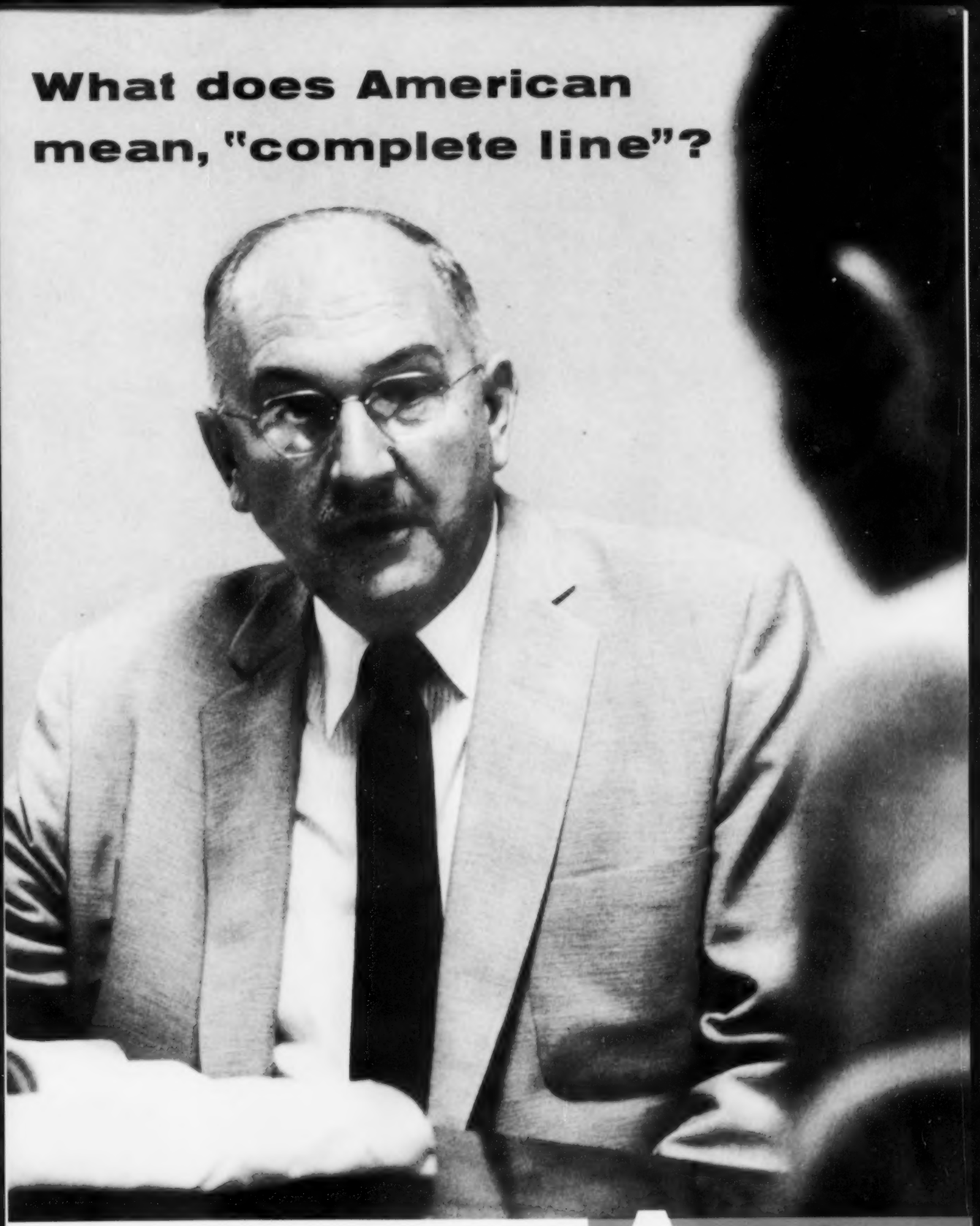
This sweater has been cleaned by the Loperize Process and blocked by the Block Rite Method.

Owner Mary Gaudio **Route** 3

Cardinal Cleaners

106 29th Ave. N. **Phone 7-2111**

Ten coupons like this get dress cleaned free. Coupons issued with sweaters only



You can expect more from...

American

THE AMERICAN CLEANERS EQUIPMENT COMPANY

In washers alone, American offers you 17 different types in 79 sizes

Tumblers, 11 types; extractors, 9; presses, 12; also in various sizes! In all kinds of laundry, dry cleaning and rug cleaning equipment, American offers you a wide range of types and sizes.

This means important advantages for you. There is a complete selection from which to choose *exactly* the equipment you need. One source for all your machinery. One responsibility for its continuing fine performance.

This also means that whatever the size of your plant or your type of work, you'll find American has the right machine for you. A quality machine as well. American is a specialist in designing and building machinery for laundries of all types, dry cleaners and rug cleaners.

Listed below are some examples of this complete line of equipment. Individually, and all together, they show another way you can expect more from American.

Cascade End-Loading Washers
Cascade Side-Loading Washers
R. H. P. Cascade Washers
Cascade Unloading Washers
Lo-Door Mammoth Cascade Washers
Cascadex Washer-Extractors
Cascade Full-Automatic Washer Control
Cyclamatic Washer Control
Rinsomatic Washer Control
Selectro Washer Control
Sentrex Washer Control
Monex Extractors
Motex Extractor
Notrux Extractors
Aircraft Drying Tumblers
High-Speed Drying Tumblers
Zone-Air Drying Tumblers
Challenge Drying & Conditioning Tumblers
Rotaire Conditioning Tumblers
Retron Flatwork Ironers
Streamline Flatwork Ironers
Super-Sylon Flatwork Ironers
Sager Flatwork Spreaders
Foldmaster Flatwork Folders
Stackrite Flatwork Stacker
Trumatic Flatwork Folders
Formatic Coat Unit
Formatic Shirt Unit
Super-Zarmo Presses
Super-Zarmoette Presses

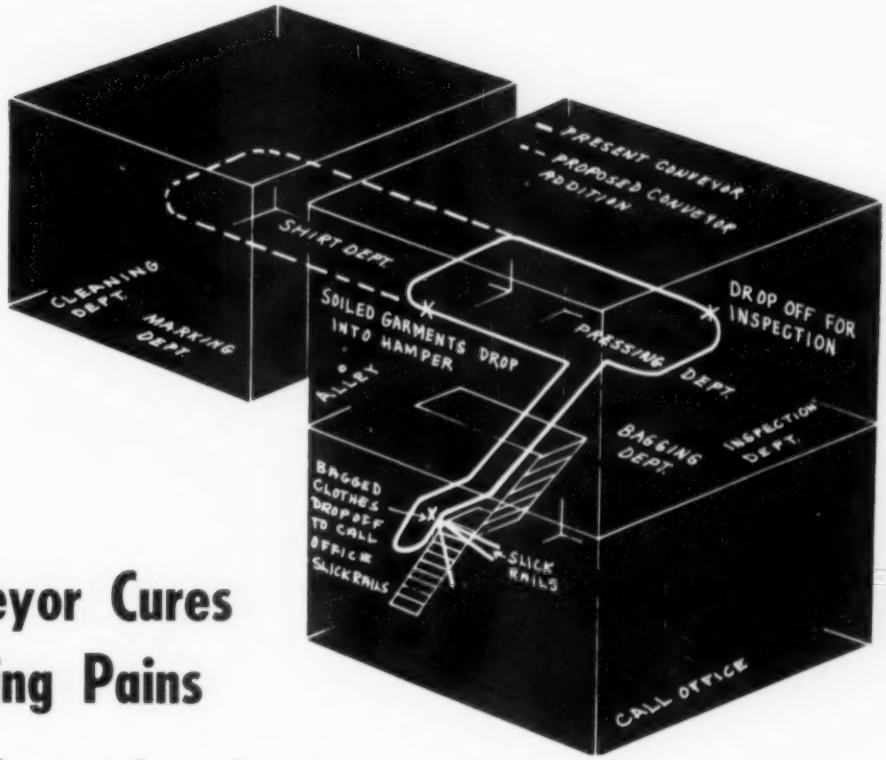
Buckeye Dry Cleaning Washers
Synclor Single-Bath Perchlorethylene Solvent Dry Cleaning Units
Truclor 2-Bath Perchlorethylene Solvent Dry Cleaning Units
Trucleen 2-Bath Petroleum Solvent Dry Cleaning Units
Noex 140° Flash Petroleum Solvent Dry Cleaning Units
Perclor-Saver Tumblers
Zone-Air Dry Cleaning Tumblers
American-Olson Tubular Filters
Aceco Dry Cleaning Presses

Cleveland-American Rug Dusters
Deluxe Mirza Rug Cleansing Machine
Super-Mirza Rug Cleansing Machine
American Pressurized Rug Cleansing Units
Deluxe Mirza Rug Wringer
Cleveland-American Rug Wringers
Cleveland-American Tape Conveyor Tables
Cleveland-American Rug Sizing Roll
American Nap Brush Roll
Super-Mirza Rug Dryroom Conveyor

You can expect more from . . . **American**

AceCo

THE AMERICAN CLEANERS EQUIPMENT COMPANY
Division of the American Laundry Machinery Company, Cincinnati 12, Ohio



Conveyor Cures Growing Pains

Provides quick and easy transportation in expanding two-level plant

By RICHARD VINOCUR

TRANSPORTING GARMENTS in a two-level drycleaning operation can cause quite a problem as Vince and Sam Couchara of Peoples Cleaners, Norristown, Pennsylvania, have found. But a creative management can always get around the problems that seem to bog down what could be a successful operation.

The business was installed in its present location in 1946. At first the garment transportation was not too difficult. But as the plant began to grow and volume increased by leaps and bounds the problem of moving the garments from one level to the other began to grow worse.

Since the cleaning room and the call office were both on the first level and the finishing and assembly departments on the second level, Peoples had to find a reasonable way to transport the cleaned garments up to the finishing department and the bagged garments back down to the call office.

For several years the plant had been transporting the garments from one floor to the other by hand. Whenever an employee had to come downstairs or go upstairs, he would grab as many clothes as he could handle and move them to the other level.

Of course this type of operation slowed things down and caused an unnecessary loss of man-hours as well as a jag in the smoothness of the operation. Something had to be done to make the flow more regular.

In 1954 Mr. Couchara found a conveyor exhibited at the American Institute of Laundering convention that seemed to suit his purpose. Although the conveyor was new on the market the Coucharas felt they could use it successfully. They were also able to make special price arrangements in experimenting with the system.

Plans were made for the purchase of the conveyor at $6 a foot for 250 feet and a total cost of about $1,500. Workmen came into the plant and spent evenings and week ends installing the conveyor according to Peoples' specifications. The installation took two weeks but no production time was lost because the job was done in off-hours.

The conveyor winds through the plant in a circular manner and stretches through both levels. Since its installation the Coucharas, growing consistently, have found need to rearrange the plant and thus cause another problem.

To hold its volume, Peoples purchased an additional building next to the main plant. Built on a hill, the second building is on the same level as the top floors of the main plant. An alleyway separates the two buildings.

Two buildings, two levels

Thus, the plant layout is divided into two sections. On the bottom level of the main building are the call office and the storage vault. On the second floor of the main building are the finishing department, the assembly department and the inspection department. In the new building are the cleaning room, the shirt department and the marking department.

Because the conveyor was set up before the new building was acquired the system is utilized in this way:

Soiled garments are taken into the

call office and put in bags closed at the neck by a drawstring. The bags are placed on the conveyor, carried upstairs and through the top level until they reach a drop-off point at the end of the building facing the addition. The bags fall into a hamper which is wheeled into the new building for marking and the cleaning process.

After the work has been cleaned it is replaced in the hampers and wheeled across the alley back into the finishing department. When the presser has finished the garment it is placed on the conveyor, which carries it to a drop-off point to a slickrail in the inspection department. After inspection the garment runs on another rail to the assembly department.

Garments that are scheduled for pickup by the customer are replaced on the conveyor and travel back down to the first level. There another drop-off point guides them to the slickrail leading to the call office, to await customer pickup.

Provision for future

The system has done quite a bit to speed up the operation and save the many steps up and down the stairs. But since the expansion has moved the cleaning room into the second building, the Coucharas have another problem. Knowing that small innovations help to increase production and save time, they now plan to close in the alley between the two buildings and acquire additional pieces of conveyor to stretch their system into the new building and the cleaning room and then back into the finishing department. The conveyor is so built that it may be separated or rearranged according to the needs of the plant.

Thus, we have one reason for the quick and continuous growth of Peoples Cleaners. Through creative management, the plant has grown to an $8,000-a-week operation. Services include rug cleaning and formal wear rentals.

Results tell story

The plant has four other call offices, all opened in the past four years. More proof of the Coucharas' foresight is the fact that one call office is located in an old custard stand with limited space. Contrary to all outside opinion, the new office has been very successful, doing a weekly volume of $1,000.

By finding the snags in their operation, and then eliminating them, the Coucharas have been able to keep one step ahead of their competitors to become the largest cleaner in the Norristown area. # #

Soiled garments are sent up from call office and drop off into hampers

Finished garments travel from bagger downstairs to call office

WE USE PERCHLOR for quality dry cleaning

keep your family wardrobe
FALL CRISP and **CLEAN**

What's my Fall Promotion? Take a look... Everybody does!

They surely do! Customers—and sidewalk traffic, too—just can't help noting the seasonal, high-style hanging mobile and window-wall banners. These Columbia-Southern pieces present your timely Fall story in colorful, attractive fashion. Suits, dresses, outerwear, sweaters, children's back-to-school clothing—everybody is reminded that *now's the time and yours the place* for safe, color-true, odorless Perchlor drycleaning.

Your Columbia-Southern Perchlor jobber has a FREE Fall display kit ready for you. Why not call him right now? And pardon the commercialism—but how's your supply of Perchlor?

COLUMBIA-SOUTHERN
CHEMICAL CORPORATION
SUBSIDIARY OF PITTSBURGH PLATE GLASS COMPANY
ONE GATEWAY CENTER PITTSBURGH 22 PENNSYLVANIA

DISTRICT OFFICES: Cincinnati • Charlotte • Chicago
Cleveland • Boston • New York • St. Louis
Minneapolis • New Orleans • Dallas • Houston
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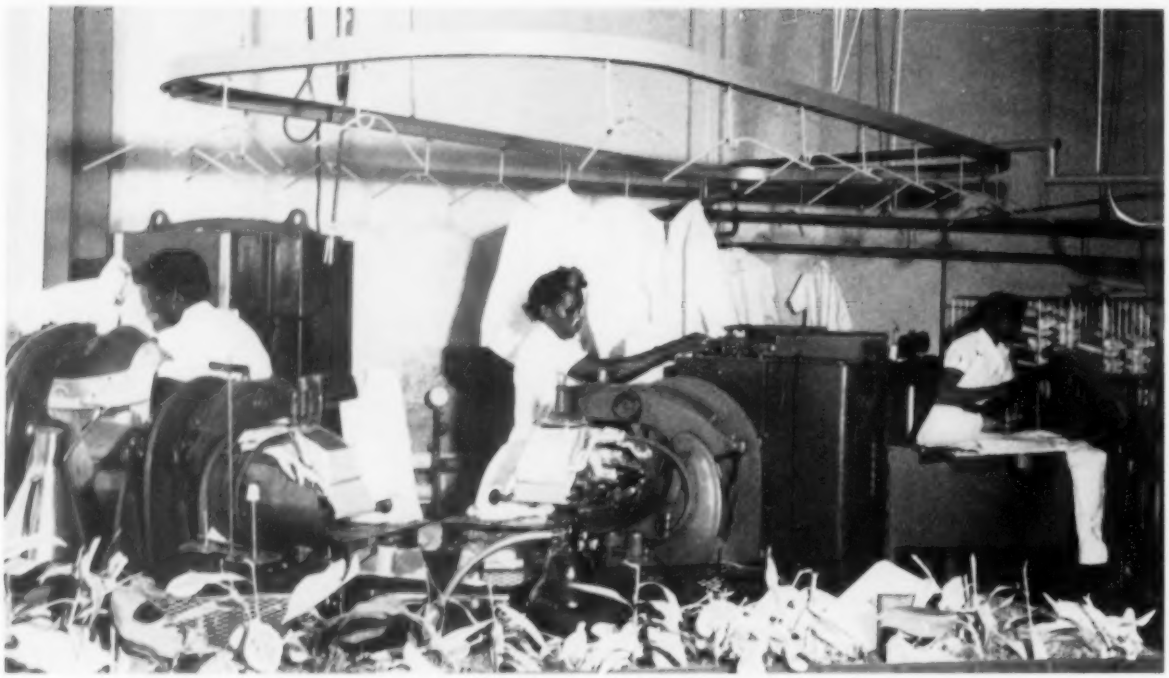
IN CANADA: Standard Chemical Limited and its Commercial Chemicals Division



Finished shirts travel to inspector for quality control. They are more thoroughly dried, too, before folding

Guesswork Incentive Plan Gets Results

Boosts laundry wages to drycleaning level—and everybody gains:

- ▶ *EMPLOYEES . . . higher pay*
- ▶ *MANAGEMENT . . . higher production*
- ▶ *CUSTOMERS . . . better service*

By LOU BELLEW

ANY DRYCLEANER doing shirts knows how just one absentee can create a foul-up of production. But one plant has come up with what appears to be a workable solution to this pesky problem. At least Sudden Service Drycleaners of Fresno, California, has tried its idea for several months, and so far everyone is happy.

Ever since the plant opened some seven years ago, it has featured one-day service on everything, including drycleaning as well as shirts and other laundry services. As is generally the case, the laundry employees received lower wages than the drycleaning crew.

With such a close schedule, the absence of just one girl on the shirt unit, for instance, created a real bottleneck. None of the drycleaning personnel would care to pinch-hit because of the wage differential. It seemed logical to Charles "Bud" McBrien, plant manager and the owners' son, that an increase in wage rates on the laundry side would overcome this reluctance on the part of the crew to help out in emergencies.

But this couldn't be done arbitrarily. Something had to be done to increase production, too, or the move could wipe out all the profits from the laundry operation. Bud decided to try an incentive system in the laundry that would equalize salaries throughout the plant. Rather than try any set plan, he decided upon what he calls his "guesswork incentive" to fit the particular needs of his parents' plant.

Bud admits he probably went at the problem all wrong, but he knew some decisive action was necessary and had to be taken quickly. He started on the premise that productive labor costs should be kept close to 21 percent, with a bonus for any extra production. From his records he took the total laundry production. From that he figured what it actually cost to produce that amount of work, based on 30-cent shirts.

Most figures were guesswork in order to have something to start the plan. The result was a basis of 1 cent to mark each shirt, 1 cent to wash, 2 cents to wrap (including labor and material), 4½ cents to finish, plus another cent for the shirt pack used by the plant. A total cost for producing the shirt was set at 9½ cents. *Continued on page 60*

	RECOVERY COIL	SOLVENT COOLER	STILL CONDENSER
HOT	• Increased drying time • Excessive wrinkling • Wasted solvent	• Color bleeding • Shrinkage • Excessive wrinkling	• Reduced still efficiency • Excessive scaling (water side) • Overheated clean solvent
IDEAL	Lower process time • Greater output • No reruns Less solvent and water waste • Greater operator efficiency Lower cleaning costs • Complete customer satisfaction		
COLD	• Wasted cooling water • Wasted steam • Increased drying time	• Wasted cooling water • Poor soil and spot removal • Reruns	• Wasted cooling water • Underheated clean solvent

Keep your solvent in that vital temperature zone

with SARCO automatic COOLING CONTROL

Trying to maintain an ideal operating temperature in your recovery coils, still condensers and solvent coolers by manipulating the valve on the cold water line of your equipment is a pretty hopeless task. At best . . . it's uncertain. It results in OVERCOOLING and UNDERCOOLING. It wastes water, lowers output, reduces quality and cuts into your profits.

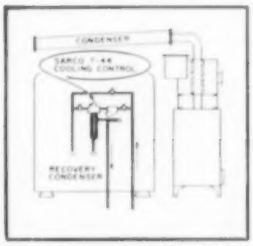
A sure and inexpensive solution is the SARCO T-44 *automatic* Cooling Control. Once installed, you can forget it . . . your solvent temperature is *automatically* kept within the ideal range. Both solvent and operator can now produce higher quality work more efficiently. You have achieved maximum dependability and safety at low cost.

For complete information write direct to us or contact your supplier. Sarco Company, Inc., Empire State Building, New York 1, N.Y.

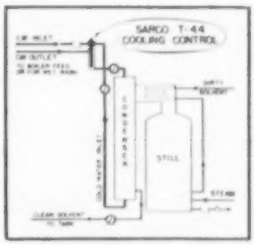
Sarco T-44 features

- *Self-powered* — no compressed air or electricity needed.
- *Simple, trouble-free design* — just one unit . . . thermostat and valve.
- *Packless* — no stuffing box to leak or jam the valve stem.
- *Self-contained* — no exposed mechanism.
- *Dependable* — thousands provide dependable service for both original equipment manufacturers and dry cleaners.
- *Easy to install* — by any pipefitter.
- *Inexpensive* — ½" size costs only about $36 to user.

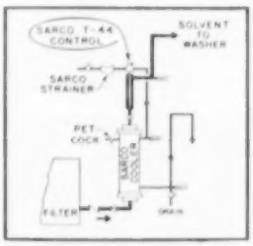
21878



Solvent recovery with Sarco cooling control



Still condensing with Sarco cooling control



Solvent cooling with Sarco cooling control

SARCO

COOLING CONTROLS • STEAM TRAPS • STRAINERS
THERMOSTATS • PRESSURE SWITCHES

For Steam Traps, see Sarco ad, page 99

ANOTHER ADCO FIRST!

Adco's Miracle Method

TRIPLE STRENGTH

"BLACK MAGIC"

SUPER ACTIVATED CARBON

Teamed with

XXX DRI-SHEEN

DOUBLE STRENGTH

to give you the choice of

1%-2%-3%-4% CHARGE

with

NO RINSE!!

Works perfectly with ALL Conductivity & Humidity Controls

HOW IS THIS ACCOMPLISHED?

Along with the charge system, came the use of up to 40 times more soap on every load run. This meant much more soil removal . . . many more non-volatiles and much more fatty acids and color.

This meant that to *eliminate rinsing* a carbon had to be produced that would maintain the purity *and* the color of the charge, continuously, in the filter.

The development of Adco's "Black Magic" has made all this possible for the first time!

"Black Magic" controls fatty acids, non-volatiles and color *all* in the filter—this coupled with the use of Adco's Synthetic Detergent—XXX Dri-Sheen Double Strength—which is both light in color and contains no impurities—

MEANS . . .

1. **Tremendous saving in distillation. No distillation at all in most cases.**
2. **Saving in soap costs—XXX Dri-Sheen Double not removed by "Black Magic."**
3. **Saves at *least* 10 minutes per load. No rinse necessary.**
4. **25% less filter clean outs—less muck.**
5. **Powder cost much less—no sweetener powders needed.**
6. **Solvent "straw color" or lighter even in hottest weather.**
7. **No filter pressure—less pump wear.**
8. **All odors *guaranteed* eliminated by use of "Black Magic".**
9. **Brighter colors.**
10. Now *any* cleaner with his present equipment can use 4% charge, no rinse!

RESULTS . . .

The most gorgeous cleaning you've ever seen . . . For less cost than ever!

Adco acknowledges the above to be contrary to what we have all believed as accepted procedure in the past. We have proved the above method workable in hundreds of plants. Make us prove to you in your plant at our expense that Adco's new "Miracle Method" will also work for you.

Adco, INC., SEDALIA, MO., U.S.A.

Manufacturing Chemists since 1908

New incentive plan speeds shirt production here to help plant live up to name

Continued from page 56

The laundry volume is made up primarily of shirts, although some bachelor-bundle work is done, too. For this the markers get paid at the rate of 40 cents for marking in each 10-bundle lot. The washer gets 40 cents for each lot, too. Wearing apparel finishers get paid at the rate of 10 percent of the laundry price charged for pants or other types of wearing apparel. The wrapper gets 40 cents for each 10-bundle lot. Each of the three girls in the shirt unit gets 1½ cents per shirt.

With all this, production has skyrocketed, at no sacrifice in quality. Part of the quality story hinges on the unusual setup at the plant. The unit started out as a two-girl operation. Later, a third girl was added to inspect and fold.

No mistakes are folded into the shirt at Sudden Service. To accomplish this inspection, it was necessary to devise a way to get the shirts away from the unit to the inspector-folder in a convenient manner. It also was necessary to figure out how inspection could be done without too much handling.

To do this an overhead rectangular-shaped little track conveyor was installed. Rollers inside the track support yoke-shaped lengths of ⅜-inch rod, fitted to gooseneck vertical rods of the same material. These rods are spaced at 3-foot intervals and are linked together with light chain up near the conveyor track.

After the last finishing operation, the operator hangs the shirt over the yoke-shaped rod. She then pulls the next rod into position for the next shirt. The shirts move progressively to the inspector-folder. The shirts reach this station with the entire front in position for the operator to check for missing buttons, tears or faulty finishing, without even touching the garment. After inspection, she folds and sorts the shirts into nearby bins.

Employee problem solved

Before the incentive plan the crew worked a 42-hour week. At present the girls work 30 hours a week and earn from $1.25 to $1.45 per hour, an increase of from 25 to 30 percent in hourly earnings. The system must be working well, since the gripes about switching jobs have disappeared, and the former high rate of labor turnover has also dwindled. Wages are on a par with drycleaning salaries and productive labor is holding at 21 percent. Shirt production is holding at from 86 to 97 shirts per hour, which is satisfactory to this plant.

Everybody has gained under the new incentive plan, even the customers. They can now be sure to get service as promised. # #

Opposite Plan Works, Too!

Straight salary for employees is one way of increasing efficiency, speeding up production and decreasing cost of maintenance, Louis Arnos of Fashion Cleaners and Dyers has found.

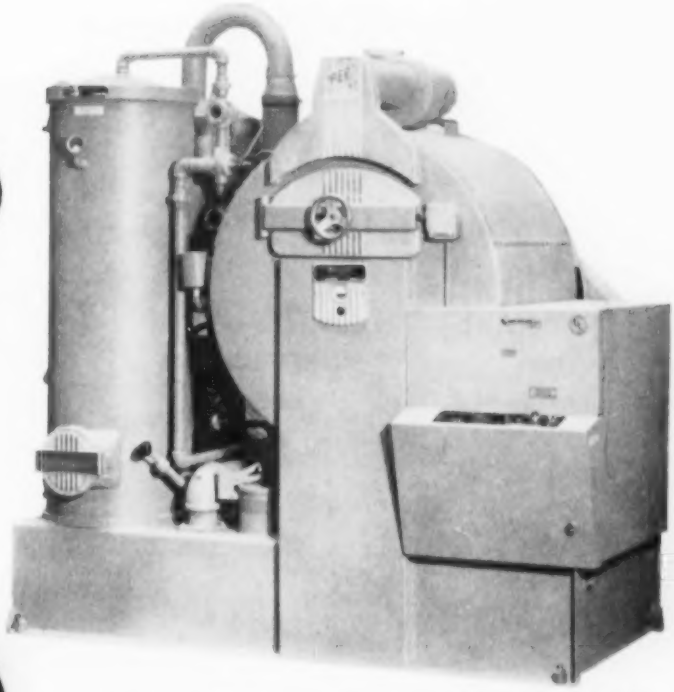
Since Mr. Arnos took over the Albany, New York, plant in 1953, he has paid each of his employees a weekly wage. With this in mind no employee has to worry about speeding up so that he may receive more pay on an incentive plan. Neither does an employee have to take his time so that he may get in extra hours.

Each employee can govern his working time by doing that day's work at a speed of his choice. If the washer has finished the day's loads at 2:00 p.m., then he is free to leave the plant. In this way the employee can do a quality job in that he may operate at the rate at which he feels comfortable.

This plan also enables the worker to prepare his own schedule, take time out when necessary and determine his own hours. Not only has Fashion Cleaners cut down on absenteeism, but it has also eliminated turnover. There has not been one change in the labor force since Mr. Arnos took over the plant.

Another feature of this system is that no complaints have been lodged on salary, hours or working conditions.

Probably the most important factor of the salaried employees is that in an effort to clean up their work and go home, clothes are not held up in the plant and all deliveries are out on time. One-hour cleaning is done with ease with the employees determining their own speed of production.



Single-Bath fully automatic PER-44. Complete with Still and 2000 GPH Monel Tubular Filter mounted on tank . . . 39" x 74".
Also available for TWO-BATH . . . with ALL-IN-ONE DIVIDED TANK . . . 39" x 96".

mercury numatic*

* Fully automatic . . . air operated valves

PERCHLOR AND PETROLEUM

35-lb. and 44-lb. units **36-lb. and 48-lb. units**

The cost of fully automatic cleaning in the Mercury Numatic is 10¢ to 15¢ per load . . . 40 hour week . . . based upon allowable depreciation schedules. Mercury units are available on monthly payment terms or on a LEASE BASIS, with purchase option.

- Completely automatic; for single or two-bath cleaning.
- 2000 GPH Monel tubular filter with 4-way backwash valve and air-sludge-drying.
- MARLOW self-priming centrifugal pumps mounted on tank.
- Full 3" Quick Dump Line . . . to handle FASTER solvent flow . . . fewer re-runs, less spotting.
- Easy to install . . . comes completely piped, wired and assembled.
- Increased volume and savings in labor pay for your Mercury.

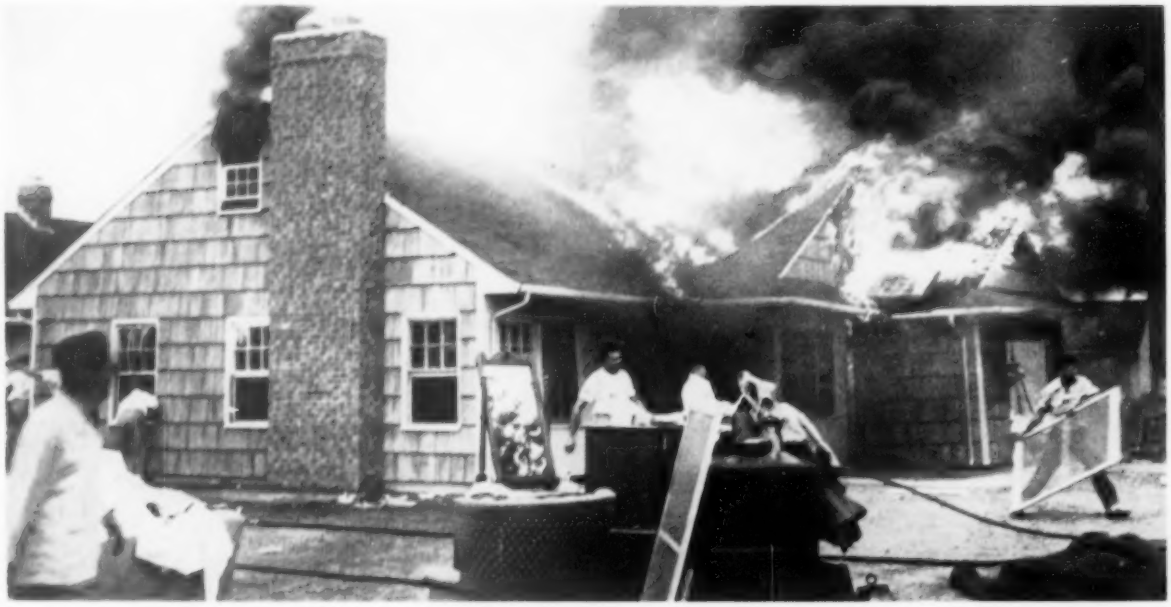
4400 SUCCESSFUL MERCURY OWNERS

Many use two units for better load classification . . . and added volume

MERCURY CLEANING SYSTEMS, INC.

1817 Benson Avenue, Evanston, Illinois • DAvis 8-0710

There's no fire without some smoke . . . and



SMOKE-DAMAGED GARMENTS

present a profit opportunity, as Northside Cleaners proves by adding 5 percent to its volume on this sideline . . .

By HARRY YEATES

A FIRE or explosion in the home usually causes damaging effects long after the flames have been extinguished. Wearing apparel often becomes permeated with smoke odors even though it has not been directly engulfed by the blaze. Household items, rugs and furniture throughout the house or apartment have a tendency to absorb smoke odors, too.

Processing this work has been a specialty for many years at Northside Cleaners, Chicago, Illinois. By maintaining a high standard of integrity among insurance companies and adjustors the plant has developed this sideline into 5 percent of total yearly volume.

Service in the plant covers all types of personal property damage. This makes it easier for an adjustor to have work done by one source at the most economical cost to the insurance company. And the customer—as the insured—gets quality results that are of utmost importance to him.

One man handles contacts

After smoke damages have been surveyed by the insurance adjustor at the scene of the fire a telephone contact is made with the plant. Claims are handled by the plant's insurance estimator, Roy Eliason, who works exclusively as a consumer contact man on all insurance claims recommended to Northside Cleaners.

Claims are handled in one of the following ways:

1. The insurance adjustor tells the plant to pick up everything that the insured wants cleaned or renovated regardless of the amount. This decision is based on the amount of insurance that the customer has in effect.

2. The plant estimator calls on the potential customer after a telephone call from the adjustor. An itemized list of charges for every article cleaned or renovated is submitted to the adjustor for verification.

Arrangements are made to transport smoke-damaged clothing or household items to the drycleaning plant for processing. This is done by personal contact between Mr. Eliason and the customer. The route salesman who eventually receives commission from the sale on that specific route always accompanies the estimator and assists him in the job. Articles are transported in a special van that the plant reserves for this type of work. Regular

One drop of TarGo

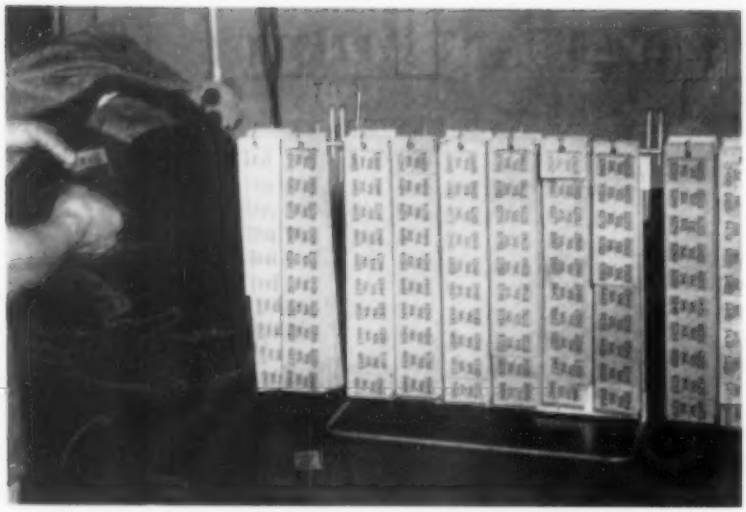
packs more punch than two drops of any other spotter

...because TarGo is charged with extra stain-dissolving power

TarGo takes out more stains, and takes them out faster, because it's built with more *active* ingredients. Buy a bottle of this modern *charged* spotter and compare its light, dry consistency with the heavy, oily feel of ordinary spotters. Then compare it for performance, and see how *TarGo* speeds up your spotting operation.

More active ingredients also give *TarGo* that penetrating action needed to knock out deeply embedded stains, such as permanent non-smear lipstick, even after tumbling. Try *TarGo* on a lipstick load—you'll find that a quart of *TarGo* does a better job in the wheel than a gallon of any other product... in only 15 minutes too. Your jobber carries *TarGo* in stock—order it from him today.

A. L. WILSON CHEMICAL CO., Kearny, N. J. "Stain Removers are our only business"



Brown-colored tags labeled "Insurance Loss" are used by plant to distinguish smoke-damaged garments from regular loads

route trucks are not used for this purpose since they are being used on regular assignments throughout the day.

Other items such as furniture or kitchen equipment (hi-fi and television sets have also been included) are delivered by Mr. Eliason to various renovating firms hired by the plant on a subcontract agreement. Smoke-damaged flatwork or other linens are taken to a professional laundry plant that works in cooperation with Northside Cleaners.

Smoke-damaged clothing and households are marked in with brown colored tags labeled "Insurance Loss." These are used only for this type of drycleaning. It thus is easily recognized by everyone who processes the work through the plant. Garments are separated from regular loads in the marking department and kept in baskets designated for this purpose. The head marker calls the attention of the drycleaning superintendent to the fact that a load is coming to the cleaning room for special processing.

The load is pretumbled for about 20 to 30 minutes before cleaning if smoke odors and dampness are extreme. The load is then run in one of the plant's 150-pound automatic washers.

One gallon of a special solvent is added during the cleaning cycle. This chemical agent eliminates odors from all clothing that has been damaged by smoke. It costs the plantowner approximately $4 per gallon.

Garments and households are extracted, tumbled again, and finished separately from regular loads.

Some loads have a tendency to retain odor even after repeated cleaning. These garments are hung in the plant's drying room until the odor is completely gone. Heavy drapery fabrics such as velvet have a tendency to retain odors. These must be hung to dry completely for at least two or three hours; otherwise odors will not be entirely eliminated.

Smoke-damaged garments or household items are stored in the plant after finishing. As a rule they remain in storage for at least a month before delivery. It takes that long for the customer to have walls repainted, furniture returned and, in general, to return to normalcy after the chaos that accompanies a fire. In the case of wearing apparel the plant will process garments and return them to the customer within a week after pickup if desired.

These garments are separated from regular storage. They are kept in a room on the second floor of the plant. Anything that has been damaged by smoke and stored after cleaning is sealed in paper bags. According to Mr. Eliason, paper has a tendency to let the garments breathe while hanging on rods in the storage room. Paper bags are clearly labeled on the outside of the package. The customer's name, type of garment and date of cleaning are recorded in black pencil on the paper bag. Household articles are bagged in paper and stored on a separate rod in the same room.

Paper bags used to store garments and household items tend to allow fabrics to absorb air during storage period

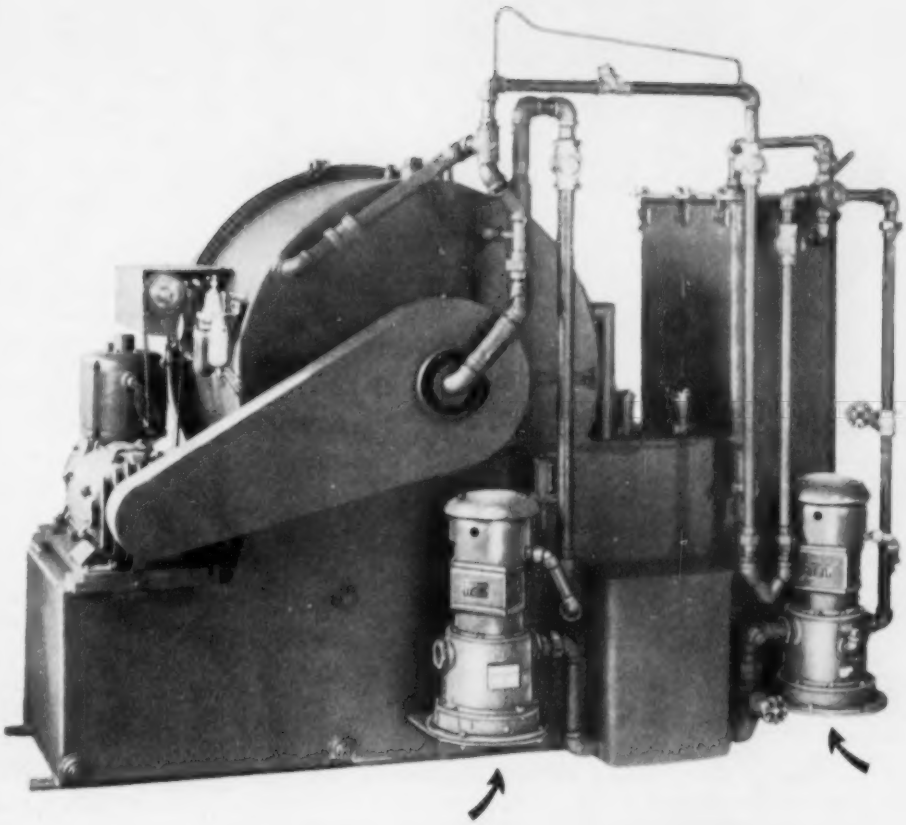
How sideline grows

The influx of smoke-damaged garments begins in the early fall and lasts through spring. Often heat is turned off in apartments or houses while people are away. When they return faulty stoves, furnaces or electrical outlets cause fire damage.

Estimates for cleaning smoke-damaged clothing and households run between $150 to $350 per order. Sometimes, however, the plant estimator takes orders that total as high as $1,000 if furniture renovating is required.

Over a long period of time the plant has maintained a close contact with many insurance companies. Advertisements in insurance publications such as the Underwriters Handbook keep the plant in constant contact with potential business. Now the plant reputation has been established by providing adjustors and insurance companies with only one statement to cover all types of insurance claims.

Providing a fair deal to everyone concerned, stressing good public relations through personal contact with the insured and doing quality work have resulted in repeat drycleaning business for the plant after smoke damage has been eliminated. # #



Kling "100" Corporation uses Marlow Pumps exclusively for its new Air-matic, 2-bath system which is designed for petroleum solvent. Marlow Self-Priming Centrifugal Pumps were chosen for this new drycleaning machine because of their quiet, long-lasting, trouble-free operation. Shown above are two space-saving Marlow vertical, self-priming pumps that are used to handle the solvent from the filter to the machine.

marlows are long lasting!

With long-lasting Marlows, pump replacement is practically a thing of the past. There are no close clearances or meshing gears . . . hardly anything to wear. These dependable pumps are almost fool-proof and even pass suspended solids and lint without damage. An exclusive shaft-seal eliminates leakage, minimizes fumes, prevents solvent loss and assures dry floors. For new machines, plant modernization or replacement . . . make it a Marlow. See your Marlow dealer today or write for Bulletin DC-04.

MARLOW PUMPS • MIDLAND PARK, NEW JERSEY

DIVISION OF BELL & GOSSETT COMPANY • Factories: Midland Park, N. J., Morton Grove, Ill., Longview, Texas

THE COVER STORY

Anton's CLEANSERS

Perseverance Paid Off

for this New England cleaner who changed opponents to customers

By RICHARD VINOCUR

IT WASN'T ALL milk and honey for John Antonopolis, manager of Anton's Cleansers, Andover, Massachusetts. And it was some time before he could be sure he was going to achieve a successful operation. He was tripped up in just about every step he took to establish the sorely needed service. But he kept plugging and today Anton's is the leading drycleaning plant in the area.

The story started when he and his brothers, Art, Socrates and Alec, who own Highland Cleaners in nearby Lowell, decided to spread their talents and invest in a new package plant in another area, with John in charge.

The brothers had had their eyes set on Andover. The community is a rich one and, with a population of over 13,000 persons, had only one cleaner. Nearby towns of Methuen, Lawrence and North Andover offered an even larger potential market.

Here the Antonopolis brothers ran into their first big problem. They contacted several realtors in the community in search of a good location. Nothing that interested them was to be found.

They kept looking until a friend told them of an available location that would make an excellent plant site. When John Antonopolis searched through the town records he discovered that the land had been zoned for business some 25 years ago and fortunately no one had been aware of the zoning change.

Mr. Antonopolis hired a firm to conduct a market research study on the site. The property divided a small business section and a residential area. When the market study substantiated the feeling that Andover was a wealthy and growing community, a deposit was put down on the land.

It was felt that one drycleaner in town could not possibly be doing all the work in the community and much of it must be going to outlying areas. The study determined that a good operation was needed. Whereas most new businesses are given a 50-50 chance to succeed, the study predicted 4-1 odds that the new plant would be successful.

The odds made the venture a good bet, Mr. Antonopolis thought, and plans were made for the purchase of the property and construction of the plant.

A hostile reception

After construction was started a second stumbling block was discovered. Persons in the residential area began to complain about the construction of the building. Many of the residents were outraged at the fact that the business section was moving closer to them and felt there was no stopping point.

Many also felt that the presence of a drycleaning plant would impair the health of the community by sending out poisonous fumes. Others visualized the building as a dingy press shop instead of the attractive looking structure that was being built.

Petitions to rezone the property, petitions against the boiler and petitions against the construction crews were circulated. Mr. Antonopolis began to worry about the community's acceptance of the plant, which was getting a poor reputation even before its doors were opened. But a big investment had been made and Mr. Antonopolis had to sit back and wait in hopes that things would straighten out.

One Sunday morning the workmen were putting in overtime to complete

Plenty of counter space makes for faster service, less waiting time for customer

3 steps to PEP

Profit

From Lower Costs. You get more pounds cleaned per gallon of soap because each of these Caled charge soaps contain 100% active material—no fillers . . . no solvents! You get more dollar value—a 1% to 2% charge does the job!

Ease of use

Clean The Modern Way. Caled's soaps are light in color, light in concentration. You eliminate heavy, dark 4% charges. There's less distillation—you save on soap and solvent costs, on steam, fuel and labor costs. Best of all, you eliminate rinsing!

Perfect cleaning

Time After Time. Heavy duty detergent action in every drop of soap provides exceptional soil removal. It's easier to keep your solvent in top condition. You get easier finishing, too. No wrinkles, breaks or disturbed sizing . . . just fast, simple lays for the finishers.

STEP UP . . . WITH CALED'S 3 SPECIALIZED CHARGE SOAPS

PACEMAKER* Latest moisture charge soap with an amazing ability to instantly pick up moisture. Produces maximum soil removal without redeposition. The secret lies in Pacemaker's affinity for water combined with real detergency. You get more pass-ups. No filter pressure. 1% to 2% charge outcleans the 4% charge systems. Usable with all controls. See Pacemaker in action. Ask your jobber salesman or Caled representative to show you *proof* . . . a fast, easy test with the Pacemaker demonstration kit.

CAL'S CHARGE® A really versatile soap that gives 2 in 1 results. MOISTURE when you need it! DRY when you want it! Cal's Charge is the soap with the built-in moisture control. There's no moisture build-up because all moisture goes out with clothes on the wet loads. The dry charge remains for the dry loads. You have no moisture problems on the dry loads either . . . Cal's Charge cleans on the charge alone! 1½% is enough!

SUPER C® For truly *dry* drycleaning. No moisture is used . . . none is needed! You eliminate classification static build-up—breaks linting. You extract longer. Spotting is faster—finishing a snap. Super C doesn't leave moisture wrinkles or disturbed sizing. Used at 1% to 2%. To attract and hold customers, be different . . . give them *dry* drycleaning with Super C. Free business-building kit to promote Super C to your customers comes to you with your first order!

*T.M. Reg. App. For

Get more P-E-P . . . and profit! Take your choice—then order from your jobber!

QUALITY PRODUCTS

CALED PRODUCTS CO., INC.

BRENTWOOD, MARYLAND

Call office was decorated by Boston firm. Decorative wall acts as partition and sets off shirt unit

the job. A woman from across the way called the police to stop the laborers. Since the workers had permits to work on Sunday the woman's efforts were thwarted. Incidentally, the same woman won one of the grand opening prizes and is now one of Anton's best customers.

Bit by bit the neighbors began to accept the fact that there was nothing they could do to prevent the building. And as the modern and neat-looking structure began to take shape criticism turned to praise.

Mr. Antonopolis' stick-to-it characteristics were beginning to pay off. Resistance began to die down. Today he can look back to see that some of his greatest opponents are now good customers of the drycleaning plant.

Things seemed to finally be running smoothly when another problem arose. John had several pressers lined up for the new plant, which was scheduled to open in April. But even the best-laid plans go astray and the plant was not completed until May. Doors were opened on May 4. Meanwhile the pressers had other jobs.

One woman who did silk finishing was imported from the Lowell plant. The rest of the work was handled by Mr. Antonopolis. For five weeks he put in overtime and more overtime to keep the plant rolling until he was able to find pressers.

At the same time the plant was growing and volume gradually picking up, starting from $900 in sales on opening day. Shirt production was keeping pace with the drycleaning sales with about one shirt for every dollar of cleaning volume.

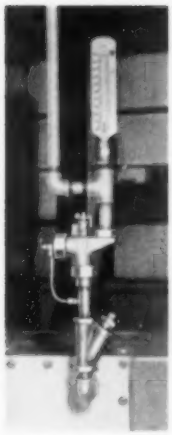
And the future looks even brighter. The pressers have been working, volume is expected to hit the $2,000 mark in the fall and Mr. Antonopolis has been free to spend time in his capacity of plant manager.

It was a long haul, but Anton's management cushioned the bumps in every way it could and waited out problems it couldn't correct. Through perseverance the plant is now sucessfully established in a community that had opposed its every move. # #

"A Mrs. G. Bryan, sir. Will you see her, honey?"

HOW TO CLEAN 12,000 POUNDS OF GARMENTS WITH A DRUM OF PERCHLOROETHYLENE

The Secret? Temperature Control!



Recent drycleaning bulletins announce that 12,000 pounds of soiled articles can be cleaned with just one drum of "per." The conditions: Absence of leaks in either recovery tumbler or cleaning machine, and use of correct drying time.

Inside the Recovery Unit:

WATER CONTROL IS IMPORTANT TO EFFICIENT SOLVENT RECOVERY

Two vital factors in recovering solvent properly (and incidentally in conserving water and steam) are (1) control of the *amount* and (2) control of the *temperature* of water used in the recovery unit. The reasons: At the start, as warm air passes through the solvent-saturated garments, the solvent evaporates, creates cooling action, and reduces the temperature of the clothes. This in turn cools the air going over the condensing coils and lessens the need for water. But as clothes get drier, less evaporation and cooling take place and the air gets warmer. At that point it takes *more* water to maintain the same rate of cooling. And at the cycle's end, *no water at all* is needed.

SPECIAL VALVE REQUIRED

The ordinary valve which merely lets water flow into the recovery tumbler cannot keep the temperature inside the unit controlled efficiently, and wastes water. Engineers of the Vic Manufacturing Company of Minneapolis, after many tests during the recovery cycle, have now developed a special Control Valve which starts, stops, increases and lessens the water flow *automatically as the inside temperature of the recovery tumbler dictates*. This assures top recovery efficiency *at all times*.

The Vic Water Flow and Temperature Regulating Valve offers an added bonus of savings—in water. Because water is not nearly so costly as perchloroethylene, saving it may not at first glance seem important. However, thousands of gallons of water a year are wasted by ordinary valves—so that the saving per year can be considerable!

TOO MUCH COLD WATER

Some drycleaners feel that because they have plenty of cold water, they can use it "as is." But this method is actually inefficient and wasteful. Here's why: The heating coils inside the recovery unit heat the vapors *up* to a given temperature, and then the cold coils cool the vapors *down* to a given temperature, thus condensing solvent out of the vapors. This cycle should repeat itself at the same high and low temperatures each time. But if *overcold water* is used, or if *more water than needed* is used, then the vapors in the unit get too cold—and the heating coils cannot bring the temperature up sufficiently for proper drying.

In addition, overly cold water takes more steam to re-heat it. Thus the wrong type of valve spells WASTE three ways: (1) excess solvent evaporation (2) water waste (3) steam waste—all of which can be eliminated by installing a Vic Water Flow and Temperature Control Valve.

Inside the Cleaning Unit:

SOLVENT TEMPERATURE CONTROL INCREASES MILEAGE

The temperature of solvent while it is actually cleaning the articles is another important factor that affects your mileage. As every cleaner knows, hot solvent speedily evaporates into irreclaimable fumes. According to authorities, the ideal solvent temperature for cleaning is 75° F. Higher or lower temperatures not only tend to waste solvent, but also result in just plain poor cleaning. It's well-known that hot solvent causes bleeding of dyes, extra wrinkling, and takes color out of prespotted areas. Cold solvent, of course, retards removal of water-soluble soil and salt.

To achieve the ideal steady 75° F. solvent temperature, *you must have 65° water available at the cleaning machine*. If your present water supply is no higher than 70°, your solvent temperature should be satisfactory. But if the water you use is warmer, it must be cooled mechanically, and in such cases a VIC MECHANICALLY REFRIGERATED SOLVENT COOLER or WATER CHILLER of the proper capacity does the best all-around job.

SOLVENT EVAPORATION

Here is the Dow Chemical Company's chart (SPOT NEWS, Jan. '57) showing the evaporation point of solvent at various temperatures. This shows that the hotter the solvent, the more loss there is in transferring clothes from the cleaning machine into the recovery tumbler.

TABLE I

Temp. °F.	Lbs. solvent in washer atmosphere	Lbs. solvent lost in garment transfer	Lbs. solvent lost in atmosphere from storage tank	Total losses (lbs.) One Bath System	Total losses (lbs.) Two Bath System
70	0.115	0.038	0.056	0.21	0.26
80	0.126	0.042	0.062	0.23	0.29
90	0.156	0.052	0.077	0.28	0.36
100	0.191	0.064	0.094	0.35	0.44
110	0.244	0.081	0.120	0.44	0.56
120	0.320	0.106	0.157	0.58	0.74

TABLE II

Temp. °F.	Lbs. solvent lost per week: One bath	Lbs. solvent lost per week: Two bath	Difference in lbs. of loss due to high temp.: One bath	Difference in lbs. of loss due to high temp.: Two bath	Cost above base loss at 70° F. at 14.5 cents per lb. — Per week: One bath	Per week: Two bath	Per 50 weeks: One bath	Per 50 weeks: Two bath
70	12.6	15.6	—	—	—	—	—	—
80	13.8	17.4	1.2	1.8	$0.174	$0.261	$ 8.70	$ 13.05
90	16.8	21.6	4.2	6.0	0.609	0.870	30.45	43.50
100	21.0	26.4	8.4	10.8	1.218	1.566	60.90	78.30
110	26.4	34.6	13.8	19.0	2.001	2.755	100.50	137.75
120	34.8	44.4	22.2	28.8	3.219	4.176	160.95	208.80

TODAY 12,000-POUND MILEAGE IS WITHIN YOUR REACH

Summing up, the combination of *water control* and *solvent control* will definitely help you get mileage of 12,000 lbs. of cleaning from one drum of perchloroethylene. *Water control* and *solvent control* will also give you some very attractive side economies: water control saves water and steam, and solvent control prevents poor cleaning.

For these reasons, the combination of the new VIC WATER FLOW AND TEMPERATURE REGULATING VALVE with the proper VIC CHILLER or COOLER can prove a welcome team of helpers who pay their modest cost quickly, and insure steady dividends thereafter for many years.

Vic jobbers, of whom there are many in the United States, will gladly explain in detail. Plant operators who may not know where to find the nearest Vic jobber (the yellow pages of the telephone book usually carry this information under CLEANING & DYEING—EQUIPMENT & SUPPLIES) may get complete information by writing to VIC MANUFACTURING COMPANY, 1313 Hawthorne Avenue, Minneapolis 3, Minn.

in what shape is your boiler?

Could be its *shape* has a great deal to do with its condition: If you would consult with a qualified engineer, he'll tell you that a major cause of boiler breakdowns is waterline failure due to corrosion in vertical type boiler designs.

Want insurance against such breakdowns? Choose a boiler that completely eliminates waterline corrosion. Choose a

COLUMBIA *h.r.t.**

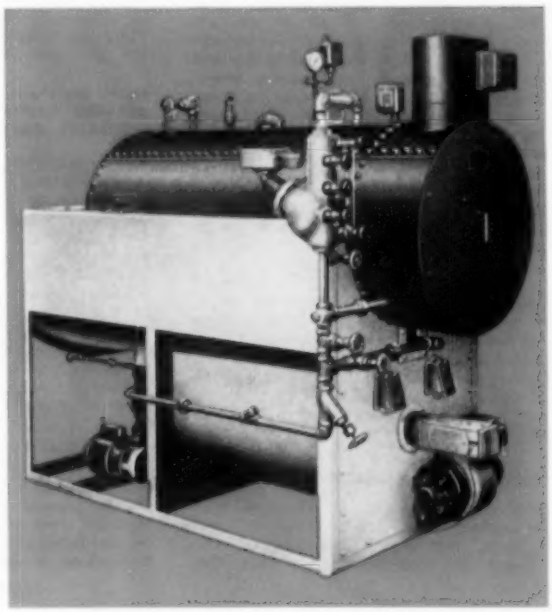
gas or oil-fired boiler

* Horizontal Return Tubular type . . . with completely submerged heating surfaces. Made in 2 to 60 horsepower sizes—for firing by gas, light or heavy oil, for interchangeable firing by gas or oil.

COLUMBIA BOILER CO. OF POTTSTOWN,
Dept. NC-97 **POTTSTOWN, PA.**

Gentlemen:
Give us the facts on the superiority of your HRT boiler as it pertains to our operation. We understand there is no obligation, and we won't be aggressively solicited.

Firm Name_____
Address_____
My name is_____
Position_____



COLUMBIA BOILER CO. of POTTSTOWN
FACTORY & OFFICES: POTTSTOWN, PENNSYLVANIA

N.I.D. NEWS

NID Plans 1958 Convention: Miami, Florida, will be the scene of the forty-ninth annual convention of the National Institute of Drycleaning, January 15-18, 1958. Although there will be no machinery exhibit this year, upward of 1,700 drycleaners are expected to attend. Official convention headquarters will be the McAllister Hotel. All meetings will be held in the Municipal Auditorium.

# #

Institute Sponsors Automation Study: What are the possibilities for automation in the drycleaning industry? This important question is being investigated by the Midwest Research Institute of Kansas City, Mo., in an NID-sponsored study. The survey has three basic objectives: to investigate more thoroughly the problems of applying automation techniques to the drycleaning industry, to propose and evaluate drycleaning systems more adaptable to automatic control, and to define areas of proposed systems where development work is required to assure the technical feasibility of increased automation.

In a preliminary report it was shown that certain operations, including order-desk work, pricing, marking, assembling, bagging and storage, lend themselves to the techniques of automation. However, sorting, spotting, finishing and sewing are not so adaptable because of the amount of garment handling, positioning and operator judgment they require.

# #

How-To Booklet for Manufacturers: The NID has again strengthened the trade relations between the garment and drycleaning industries through its part in producing a booklet called "A Method of Reducing the Problem of Soiling in a Clothing Factory and Proper Drycleaning Information." Prepared by three members of the NID staff for the Clothing Manufacturers Association, it quickly became popular with members of the industry. Over 500 extra copies were ordered by clothing firms for distribution, mainly to their retail accounts.

The NID members were Dutch Rothe, spotting instructor; William White, director of industry relations, and Albert E. Johnson, director of textile relations.

The pamphlet is lucidly written and contains full information for spot removal at the clothing plant as well as the wear and care of clothing.

# #

Consumer Education: Two new leaflets for consumer use have been released by the Institute. They are suitable for use on package and statement inserts, on hangers and for over-the-counter distribution. Titles for the new leaflets are Protect Your Clothing Dollar and For the Clothes Conscious Man.

# #

New Literature: The report on the study of cleaning in petroleum solvent is continued in Part III, Technical Bulletin T-360, which takes up the relation between moisture addition and water-soluble soil removal, and summarized in Part IV, T-361.

Recent Fabrics-Fashions bulletins include FF-31, on the special handling required by Infinity Fireproof Diffusion Cloth; FF-32, on processing of striped Orlon-Dynel fur-pile fabrics, and FF-33, on handling 100 percent Orlon pile fabrics.

Tips on the proper use of chlorine bleach is the subject of P-23 in the series of Practical Operating Tips. Finishing Tips, Part I (P-24) takes up the prevention of shine, pleat and seam impressions. Handling of some special problem fabrics is discussed in P-25, Cleaning Room Tips.

Flow process charts, one of the basic tools used to analyze present or proposed methods of performing work, is the subject of M-47 in the series of Management Bulletins. The steps on preparing a flow chart are explained and diagrammed. A plan for setting up and administering supervisory incentives is detailed in Management Bulletin M-48.

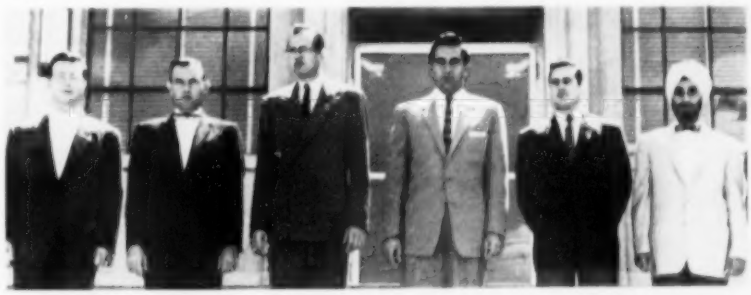
# #

Milestone for General Course: The one-hundredth general course in drycleaning plant practices is scheduled to begin classes September 30. Students will graduate December 20.

Since the NID school was established 30 years ago, more than 5,000 students have graduated from its intensive three-month training in all phases of drycleaning techniques.

The forty-second management course will start September 23. Enrollment is limited to 24 students.

Application blanks, catalogs and further information about either course may be obtained by writing the Institute at Silver Spring, Md.



Get Diplomas: Six students graduated from the ninety-eighth general course in drycleaning plant practices. Surinder S. Khera, Snowhite Laundry, New Delhi, India, took first honors among the graduates with a 94.09 percent average. Tom W. Renton, Shepherd Laundries, San Antonio, Tex., came second with 89 percent.

Gathered for a class picture are, left to right: Russell H. Minges, Artway Cleaners, Ann Arbor, Mich.; Rodell C. Goddard, C. A. Laundry and Drycleaning, "La Suprema" Barcelona, Edo., Anzoategui, Venezuela; Tom W. Renton; Robert G. Unger, Jr., Robison and Smith, Inc., Gloversville, N. Y.; Raymond M. Cullins, Norfolk, Va., and Surinder S. Khera.

Graduates of the forty-first four-week course in drycleaning plant management are: Frank Brown, Carroll Tailors, Brooklyn, N. Y.; Raymond Cullens, Norfolk, Va.; James Hilton, Modern Cleaners, Tappahannock, Va.; Surinder S. Khera, Snowhite Cleaners, New Delhi, India; Daniel Miller, Summerville Laundry, Summerville, S. C.; Russell Minges, Artway Drycleaners, Ann Arbor, Mich., and Robert Unger, Jr., Robison and Smith Inc., Gloversville, N. Y.

ASSOCIATION NOTES

Local Elections: The **Canadian** Research Institute of Launderers and Cleaners has chosen a new director for the Province of British Columbia. N. F. Brown, White Dove Cleaners Limited, Vancouver, replaces A. B. Christopher.

Alvin Reiner, Mayflower Laundry, Hartford, Conn., has been elected new director and secretary-treasurer of the **Connecticut** Launderers and Cleaners Association. Mr. Reiner succeeds George H. Willard, resigned.

From north of the border comes word that several elections have been held by divisions of the Drycleaners Institute (**Ontario**) Ltd. Ken Bailey, Victoria Laundry & Dry Cleaning, Lindsay, has been elected chairman of the Kawartha Division. The secretary is Ernie Ferguson, Jr., Ferguson's Cleaners, Peterborough. The executive committee consists of Weldon Fanning, Jr., Fanning's Launderers and Dry Cleaners, Peterborough, and Alfred Piel, Kent Cleaners, Lindsay.

The Lakeshore Division has named Carl Leslie, Bowmanville Cleaners, Bowmanville, chairman; Michael Siblock, Scugog Cleaners, Oshawa, vice-chairman, and Glen Small, Ajax, secretary-treasurer. The executive committee is composed of Alec Shestowsky, Aldsworth Cleaners; Joe Puskas, Pickwick Cleaners and Dyers, Oshawa, past chairman; Ken Gillard, Gillard Cleaut Service, Oshawa, first vice-president, and Tony Siblock, Sibby's Cleaners, Oshawa.

First chairman of the newly formed Ottawa-Hull Area Division is E. Emerson, Parker's Cleaners, Ottawa. Sam Beattie, Pattons, Ltd., Ottawa, was appointed secretary-treasurer. Members of the executive committee include Vic Noel, Roy's Cleaners, Hull; Irving Berlin, Superior Cleaners, Ottawa, and William Burke, Vail's Clean-O-Mat Services, Ottawa.

# #

Chicago Group Honors Cornick: In recognition of his services as president for four consecutive terms, the Chicago Dry Cleaners Association held a testimonial dinner for Morris Cornick. Mr. Cornick received an illuminated parchment scroll signed by all attending the affair. Ben Rosenfield, executive director of the group, made the presentation.

Speakers at the event included Harold Bender, Swiss Cleaners, Indianapolis, Ind.; Joe Simon, president of the Chicago Dry Cleaners Association; Michael Edelheit, president of the Chicago Retail Cleaners and Tailors Association; Paul Betscher, secretary of the Illinois State Cleaners Association, and Warren Delaney, chairman of the South Side Cleaners Club.

# #

New Headquarters for Garment Dyers: To advise its members of the latest technical developments and to provide an information center for old and new customers, the Garment Dyers Guild of America has opened a new headquarters office in the Flatiron Building, Norfolk, Va.

In making the announcement Guild president Irving Duffen said, "Individual firms in the garment field can profit greatly from a constant exchange of newly proved techniques and ideas which their fellow Guild members employ to improve services and reduce costs for their customers."

Harry A. Shinnick, recently named executive secretary of the Guild, will direct activities of the new office.

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1 pint of Synthe-Clean to 2 gallons of water will clean the carpet in an average size room. Mixes instantly. Comes in 55, 5 and 1 gal. containers

Your "on-location" business depends on customer satisfaction . . . and here are some very important reasons why *Synthe-Clean* Rug Shampoo will not merely help you develop customer satisfaction . . . it will build customer *enthusiasm!*

NO SOAKING . . . NO SHRINKAGE— MULTI-CLEAN *Synthe-Clean* Rug Shampoo is specially formulated to *control* the wetting action. *Synthe-Clean* penetrates just far enough to gently lift out dirt and soilage. With no rug soaking, there's no shrinkage.

NO ODOR—Now you can do "on-location" cleaning without "smelling up" the house with offensive shampoo odors. *Synthe-Clean* is completely odorless. No odor while cleaning, no after-odors while rug dries.

NO AFTER-RINSE — Because *Synthe-Clean* leaves absolutely no soap film whatsoever, no after-rinse is necessary. Your customers will be delighted with the fresh, wholesome, *new* appearance of their rugs.

INEXPENSIVE TO USE—You'll make more money when you use *Synthe-Clean* because its top-quality ingredients are compounded in such a thick, concentrated form. A very small amount will clean a relatively large area of rug or carpeting.

GUARANTEE — Only finest quality materials are used and rigid quality standards maintained in manufacturing *Synthe-Clean* Rug Shampoo. Used according to directions, it must give satisfactory results.

For more information on how *Synthe-Clean* helps you get more "on-location" work, mail coupon.

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PRODUCTS, INC

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☐ Upholstery Shampoo; ☐ Scrubbing Machine; ☐ Industrial Vac; ☐ "The Professional" Upholstery Cleaning Machine.

Name _____

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City _____ Zone _____ State _____

Location next door to subway stop, to left of building, is responsible for large number of customers who drop cleaning on way to work, pick it up on way home

FOUND . . .
New Cleaning Market

Creative imagination opens door to untapped volume for plantowners

"WHAT DOES a department store do with soiled, shopworn clothing?" Aaron Fishman, owner of Hollywood Cleansers & Dyers in Dorchester, Massachusetts, asked that question of a department store salesman who was fitting him for a suit two years ago. The answer started him specializing in department store cleaning work.

"We have them cleaned," answered the salesman, "but service we get is erratic because of our downtown location."

Downtown traffic proved to be a minor obstacle to Mr. Fishman. He visited a number of downtown Boston department stores, promised clothing buyers maximum service and cooperation, and built his department store business to the point where it is now responsible for approximately 10 percent of his yearly gross sales.

Mr. Fishman's first step in capturing a big slice of this market was to get enough department store customers to make it worth while for him to send one of his two pickup-and-delivery trucks into the downtown area regularly. "It was as simple as explaining to the buyers," he says, "that by serving the department stores collectively, I could give them better, regular service."

Route salesman arrives with new load of cleaning. Downtown department stores are included in his regular stops. This service helped build new volume

Presentation sells service

But pickups and deliveries constituted only one part of the service this drycleaner offered the department store buyers. He built up his case by carefully outlining what he could do for them.

"First," says Mr. Fishman, "I told them that I would do any cleaning that they had as fast as possible, using an odorless, synthetic process. I then offered them summer storage, if they wanted it, and cleaning bags with the department store's name on them.

"Finally, I offered them analysis reports for customer complaints from the National Institute of Drycleaning and Consumer Laboratories, Inc."

Taken piecemeal, what Hollywood Cleansers offered the department stores was the same as could be had from any other cleaner. But Mr. Fishman organized his presentation, used those points as salient selling features, and went one step further by making department store service a specialty.

Mr. Fishman was a silk spotter up to the time he opened his cleaning business in 1941. At that time he had only one press. The cleaning was done in a wholesale plant. Shortly thereafter he installed petroleum equipment, then converted to synthetic cleaning three years ago.

Not a large cleaning operation, Hollywood employs a total of seven employees including two route salesmen. With this relatively small crew

BIGGER *capacity*

dries FASTER

Among all dryers on the market, the big, dependable "work-horse" is the HUEBSCH "42." It is 42" in diameter and 42" in depth . . . and its huge capacity (80 to 100 pounds dry weight) doubles the capacity and output of a conventional 36" x 30" tumbler! The HUEBSCH "42" provides faster, more efficient drying at amazingly low original, operating and maintenance costs. Operates with very little steam and little electricity (it uses only a 1½-HP motor). If you have a large-volume drying problem (as most plants do these days) get the facts on the HUEBSCH "42." You'll be glad you did!

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Made by the world's largest manufacturer of open-end drying tumblers

HUEBSCH "42"

OPEN-END TUMBLER

Plantowner Fishman takes hand at spotting. This personal attention on expensive garments helps retain department store business. He also makes final inspection of this work

Department stores account for approximately 10 percent of gross sales for Hollywood Cleansers & Dyers in Dorchester, Massachusetts, all because owner Aaron Fishman did three things:

1. He found out how department stores previously handled shopworn garments.

2. He offered better service by approaching several department stores and offering regular pickup and delivery.

3. Then he carefully outlined what he could do to speed cleaning work, handle cleaning problems and provide storage and cleaning, together with bags bearing the department store's name.

His approach proved to be just what the department store buyers wanted. Regular truck stops in the congested downtown area proved to be profitable and are now a steady source of new business for Hollywood Cleansers.

the company cleans upwards of 3,000 garments a week, about 300 of them for the department stores.

The plant at present is grossing about $50,000 in sales yearly, with that figure expected to go up as a new housing development is completed nearby. Approximately 60 percent of the gross is accounted for by the two trucks, which operate on regular routes throughout the city of Boston. Department store business is included in that figure.

Neighborhood cash-and-carry business is responsible for the remaining 40 percent of gross sales. That figure is expected to increase with the new housing development and with completion of a new arterial highway, which is expected to have an exit ramp near the Hollywood plant.

Most of the department stores serviced by Hollywood Cleansers maintain their own storage vaults, but rely on Hollywood to do their cleaning and to provide bags with the store name on them. One or two allow Hollywood Cleansers both to clean and to store in its bonded vaults.

"Most of the department store business," says Mr. Fishman, "is the result of garments being dropped from the hangers by customers or being soiled in handling.

Stock tickets are removed from department store items, replaced after cleaning. Ticket girl takes care to keep records straight so price tags may be replaced on proper items

"We remove all the tags before cleaning them and then make sure the right tags go back onto the right garments. Once the garments are cleaned, they arrive at the department store as though they had just been shipped from the factory, the one difference being that they are already tagged."

A common source of department store business is garments brought back by customers complaining that certain stains could not be removed. The garments in question are sent to Hollywood, which if necessary gets analysis reports that help to determine where the fault lies.

"That's why we have found it important to stay close abreast of the new cleaning developments and new fabrics. Doing so enables us to handle problems such as these quickly, many times without having to subject the article to analysis."

Mr. Fishman uses these points to help him sell department store buyers on the service he offers, but he goes a step further by inviting buyers to call him in on tough problems. One buyer, for example, sold a fancy hand-painted two-piece dress to a customer. She returned it to the buyer complaining that no cleaner would risk handling it.

The buyer sent the dress to Hollywood. Mr. Fishman hand-cleaned it, earned the gratitude of the buyer—and more of his cleaning business.

"I've gotten into the habit of asking, 'Who does your cleaning?' wherever I go," concludes Mr. Fishman. "There's just no telling where a new market can open up." # #

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Should Labels Identify Fiber Content?

Experts in industries concerned oppose pending bill; urge emphasis on serviceability factors

Does fiber identification tell the truth? Does fiber identification really tell the consumer [and incidentally, the drycleaner and launderer] what she wants to know? These were the questions discussed at a recent interindustry symposium prompted by proposed bills now awaiting Congressional action. This legislation would require that fabrics and garments be identified by labeling, stamping, tagging, etc., as to fiber content by percentages.

A discussion as to whether this type of labeling is or is not a good thing for the consumer and for the industries involved was presented by representatives of various branches of the textile industry to a panel of nonindustry jurors. The meeting was held under the auspices of the National Association of Shirt, Pajama and Sportswear Manufacturers at the Hotel Astor, New York City, June 24, 1957.

Speakers were: Jackson Spears, Burlington Mills; Arthur R. Wachter, American Viscose Corp.; Arthur Klurfeld, Textile Fabrics Association; Seymour Marrow, National Association of Shirt, Pajama and Sportswear Manufacturers; Daniel L. Stone, The House Dress Institute; Max Zuckerman, United Infants' and Children's Wear Association; Louis Rothschild, National Association of Retail Clothiers and Furnishers; Isidore S. Immerman, Associated Men's Wear Retailers of New York; Lou Haviland, American Institute of Laundering, and Albert E. Johnson, National Institute of Drycleaning.

The panel of jurors included: Miss Mary Whitlock, American Home Economics Association; Mrs. Richard Persinger, Young Women's Christian Association; Miss Persia Campbell, Governor's Consumer Council; Mrs. William S. Shary, New York State Federation of Women's Clubs; Mrs. G. Reid, Girl Scouts of the U. S. A.; George Wham, *Good Housekeeping*; Miss Tracy Richard, *Parents' Magazine*, and Mrs. Katherine Abbot Wells, American Association of University Women.

Because of the present complexity of the fabric picture and its interest to all facets of the industry, we are printing excerpts from several of the presentations made at the symposium.

For the Drycleaner

WITH SO MANY NEW and different fibers coming on the market these days, it is only natural to expect that the drycleaner must know about fiber content to know how to properly handle today's fabrics. Because consumer information on the performance of textiles comes mainly from fiber manufacturers, such information is of necessity rooted to the fibers themselves, both as to their functional characteristics and as to their influence on care and serviceability of end products.

I propose that we think of *fibers* in terms of *functional* characteristics, and of *fabrics* in terms of *serviceability* characteristics. Fibers only contribute to the functional values of a fabric whereas the serviceability of the product we buy in the store is governed to a large extent by how efficiently the fibers are used in the fabric and, perhaps even more important, how well the fabric was dyed or printed and finished.

To be sure we understand the difference between the functional properties of fibers and the serviceability of fabrics, let us consider nylon. We can say that it has high tensile strength and high elasticity, low water absorbency and low conductance, and a certain coolness of touch. These are all inherent properties of the fiber and they contribute certain performance characteristics to the fabric, *depending on the particular construction of the fabric.*

It is the inherent functional properties of fibers and fabrics that supply much of the excitement for fabric promotion. Terms such as "miracle fibers" are typical of this kind of excitement, as well as typical of the promotional excesses that have brought about pressures for fiber disclosure labeling.

Now let us consider fabric serviceability in terms of the ability of a fabric to withstand the conditions of its use. These include colorfastness to sunlight, crocking, perspiration, laundering, drycleaning, atmospheric fumes; durability of finish, dimensional stability, tensile strength, and resistance to abrasion and pilling. All of these factors are essentially controllable in the manufacture and finishing of the fabrics, regardless of the fiber or fibers they contain, and regardless of the functional characteristics that a fiber supplies to the product.

The question then, as drycleaners see it, is "What information of value does fiber disclosure convey?" When we look at the statistical record of NID's Textile Analysis Service we find that most of the consumer complaints our members receive are related to the serviceability of the fabric and not to the functionability of the fiber. Some of the categories of difficulty are: solvent-soluble dyes on cotton, cotton and synthetic blends, and 100 percent synthetics; sun fading on all types of constructions; crocking; water-soluble sizings; sunlight atmospheric degradation of silk, and delustered forms of nylon, rayon and acetate.

From an operating standpoint, the drycleaner does think in terms of fiber types but only in the broadest sense. Fiber disclosure alone means very little as he must also know differences in color and finish behavior. But the proposed fiber disclosure legislation would be of no help, even to the extent that this knowledge would be useful to the drycleaner, simply because there is no provision in this legislation that the information be made a permanent and conspicuous part of the garment.

What we believe to be the crux of the whole problem of labeling is this: For the protection of the consumer and of those who renovate textiles in consumer service, should there not be some *guarantee of minimum performance* by which consumers will be as-

In spite of the opposition from the trades, Representative Frank E. Smith (D., Miss.), sponsor of the textile fiber product identification bill pending in Congress, predicts its early passage.

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sured of satisfactory serviceability throughout the fashion life of the product? Furthermore, if there are processing pitfalls to avoid in renovation, are these not the more important points of information to disclose than mere fiber reference?

To this end the drycleaning industry has long supported the principle of end-use performance standards as embodied in the present American Standard L22 for rayon and acetate, in AS L24 for institutional fabrics of all kinds, in the shirt standards adopted two years ago covering laundering and cleaning specifications, and in the proposed standards of the Textile Distributors Institute that are presently being consolidated with L22 for an extension of this standard to cover all fibers.

We recognize that the application of standards, and the use of renovation instructions on labels in connection with standards, does not preclude the practice of misrepresentation of fiber content in the promotion of exciting and important functional characteristics that derive from fiber content. If legislation were aimed more at insuring the *accurate* use of fiber terms in labeling, advertising and promotion than at mandatory labeling of all products, the interests of consumers, the service trades and of the textile and retail industries would be just as effectively served.—*Albert E. Johnson*

. . . Garment Manufacturer

AS SPOKESMAN for the National Association of Shirt, Pajama and Sportswear Manufacturers, it is my purpose to explain the attitude of our industry and association toward the pending legislation on fiber identification.

The overwhelming consideration, as we see it, is predicated on the understanding that all change, of whatever nature, creates new problems. The test for whether the change is worth while must be in terms of, "Is the change of sufficient value to compensate for the new problems it will create?" Let there be no misunderstanding about who will ultimately pay the added cost. Using this standard, we ask, "Will the labeling bill be so beneficial to consumers as to be worth the inconvenience and additional cost?" In our opinion the answer is negative.

Most of the briefs submitted in a review of the pending legislation call our attention to the fact that simple identification without accompanying education is meaningless. It is more than possible that this very legislation could result in the use of unknown, inferior materials, covered up under the guise of some technically correct label identification. A label may advise "20 percent nylon"—this may add to or detract from the fabric, depending on many factors not mentioned.

The consumer wants to know whether garments being purchased can be thrown into a washing machine or whether they have to be hand-dipped. They want to know if hot water can be used with no damage or excessive shrinkage. They want to know if they can send a product to a commercial laundry or whether commercial drycleaning is required. They want to know all about the wearability, comfort and handling required. Fiber identification without an accompanying textile course would be meaningless.

Our industry has worked continuously over the past years to help the consumer buy our product intelligently. We sponsored standard size identification. We sponsored standard washing instructions or drycleaning advice to the consumer by having garments identified by type of handling.

We feel that inasmuch as the pending bills fail to cover the vital elements that relate to performance factors they can merely serve to confuse the public rather than to help them. For this reason we are strongly opposed to imposing a complex, cumbersome program that can only cost the consumers more money and at the same time offer them little or no help in understanding the product they buy.

—*Seymour A. Marrow*

. . . Retailer

AS ULTIMATE DISTRIBUTORS to the consumer, the person who is alleged to benefit by the bill, our department has had first-hand experience with consumer reaction to labeling and we will be the ones to take on the first line of battle if the proposed bill becomes law.

Sound-thinking retailers have always subscribed to the theory that if it is good for the consumer, it should be good for the retailer. Notwithstanding the need for the highest degree of protection for the consumer, we say without reservation that the proposed legislation will not help.

The reasons for the Wool Labeling Act were obvious. The public had an awareness and knowledge of the luxury value of wool. The percentage of wool combined with the percentage of other fiber was important information. The label gave the consumer the opportunity really to compare values.

The same reasoning does not apply to the proposed legislation for the new fibers. No standard has been developed to truthfully inform the public which fiber when blended with other fibers has greater value than another, which blending would be more durable or more precious or more serviceable or more valuable.

As each of the new synthetic fibers has been developed, there was great excitement as to its qualities. We all recall the advertised features of nylon, Dacron, Orlon, etc.; how in each case the mill told of the virtues of each fiber in the choicest of superlatives. Yet day by day since the inception of this era, new features have been added to the original fiber to improve it and give it added qualities. Are we ready now to say that X percent of one fiber plus X percent of another is more desirable than 100 percent of fiber X? The answer is definitely no.

The manufacturer of the textile places his label with the name of his designated fiber. To label the garment with any additional information will not give enlightenment but rather add to the confusion and exaggeration. It will enable the expedient, reckless merchant to promote at the expense of consumer confusion. On the other hand, the traditional retailer will be left with the problem of untangling the mess created by the expedient and will be spending most of his time explaining away the exaggerated claim of the bargain-counter promotion.

The traditional retail specialist sponsored many of the present-day important label requirements and marking methods. It was the retailer who educated the public to the measured shirt-sleeve length and its proper marking. He played an important part in establishing uniform sizing of sport shirts. He encouraged and gave his support to the adoption of standard launderability labeling. This same retailer would stand behind the proposed labeling act if he for one moment thought it would further good merchandising.

The proposed legislation in its present suggested form cannot serve the purpose intended. It is a law being fostered by one segment of the industry to the effect that because we have to do it the other textile people shall be compelled to do it. If there need be law to protect the consumer, then we respectfully submit standards must be developed that would first provide the consumer with the ability to discern and compare the legend of the label. To provide for labeling without the basic knowledge of understanding the content will serve no useful purpose.—*Isidore S. Immerman*

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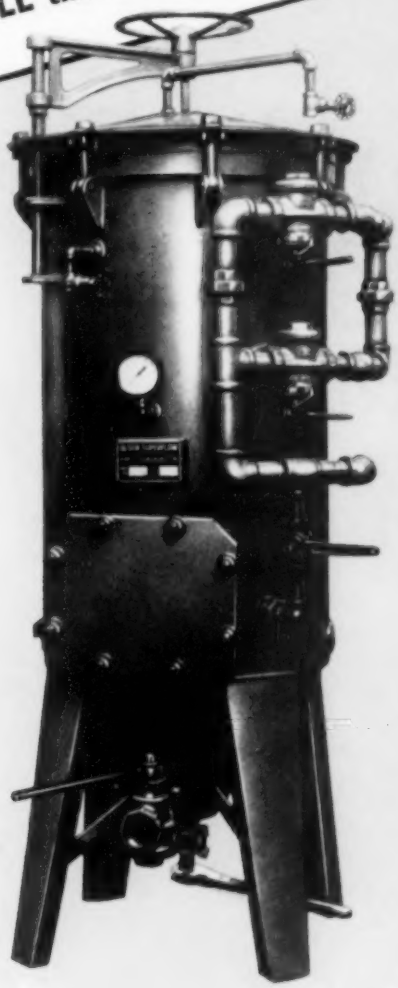

✓ **"ROUND" CONSTRUCTION**

No cross braces, no square corners, no chance for blinding "pile ups"!

✓ **BLIND PROOF TUBES**

All filtering is done on their surface, in seconds. Backwashing immediately clears them.

✓ **EXPANDING FILTER SURFACE**

Increases cycle duration by keeping pressure down.

✓ **AUTOMATIC SELF CLEANING**

No bags to change, no screens to scrape. Easy, 2 valve, 3 minute operation.

Also check OLSON for Vacuum STILLS

. . . designed for greater reclamation at lower cost.

The Olson Tubular Filter is the *original* tubular screen self cleaning filter, recognized for its exclusive and superior features by thousands of dry cleaners throughout the world. If you want *real* efficiency . . . longer cycles, more crystal clear filtration, lower operating costs and LESS WORK . . . you want the *real* thing . . . an OLSON FILTER! In Seven sizes, for any needs.

Phone or write today for complete information.

OLSON FILTRATION ENGINEERS NCD-9
Division of the American Laundry Machinery Company
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Gentlemen: Send full information on:

☐ Olson Tubular Screen Filters ☐ Olson Vacuum Stills

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Firm_____

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New kind of public education film on drycleaning

16-mm. color-sound movie dramatizes advantages of modern drycleaning in 20-minute film. This brand new noncommercial film is available free of rental charge. Check with your DOW-PER distributor!

Your DOW-PER® distributor proudly offers this new sound-color movie that entertains as it calls attention to the advantages of professional drycleaning. It's a unique way to sell the convenience and high quality of your drycleaning services right in your own community.

Many groups, such as women's clubs, civic and service groups, make ideal audiences for this colorful, educational film. It was produced to help you show your customers the many advantages of modern technology in drycleaning.

This film is part of a helpful merchandising package available to you at no cost. Your DOW-PER distributor can give you more details. Check the Sept.-Oct. issue of "SPOT NEWS" for the full story. THE DOW CHEMICAL COMPANY, Midland, Michigan, Department SO 1002B.

YOU CAN DEPEND ON DOW

LEGAL DECISION

By A. L. H. STREET

Noncompetition Agreements

What are the rights of a third party under noncompetition agreements?

The owner of an Iowa cleaning and laundry business sold it under an agreement that for five years he would not directly or indirectly reengage in the same business in that town in competition with the buyer. The contract did not provide, as it very well could have, that the seller could not compete within that time with any third person to whom the buyer might sell the business. Within a year the buyer sold to the plaintiffs. Did plaintiffs have a right to a court order enjoining the seller from reengaging in business within the five-year period in the same town?

Yes, ruled the Iowa Supreme Court (Sicles v. Lauman, L69 N. W. 670). The reasoning was as follows:

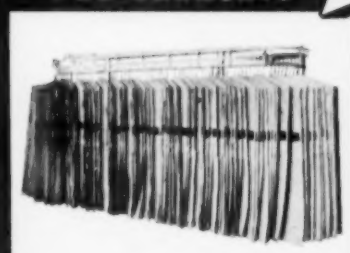
To interpret such contracts as benefiting the buyer only, unless they specifically read otherwise, would be to deprive the buyer of much of the value of his purchase. Ordinarily, the seller expects a better price, and the buyer is willing to pay it, if assured against competition by the seller. But once the deal is completed, the value of the business depends on what the buyer can secure on reselling it. He cannot reasonably expect to resell at a price which does not take into account the question of whether the subpurchasers will enjoy freedom from competition by the original owner of the business, for the time fixed by the contract. The court said the original seller "undertook to refrain from competition with the business sold by him for five years. Since he is presumed to have received a sufficient consideration for the establishment, it is equitable that he be required to perform his agreement in good faith."

The decision in this case affords an object lesson for both the seller and the buyer of a business. If the seller is unwilling to refrain from competition with a subpurchaser of the business, he should insist on clear wording of the contract to that effect. If the buyer is unwilling to purchase unless he can give his successor the benefit of the noncompetitive agreement, he should insist on inclusion in the contract of wording to the effect that the seller will not, within the time and territory specified, compete with the buyer or his successors and assignees.

ANY CUSTOMER ORDER DELIVERED IN
15 Seconds or Less!

White
Automatic Conveyors Give You a
Lightning Fast CALL OFFICE

FOR GARMENTS



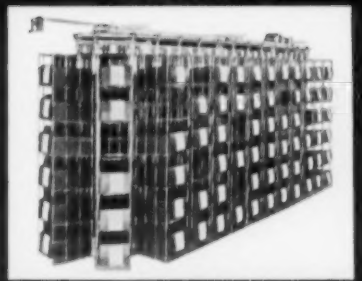
White "STOR-U-VEYOR" Automatic call office conveyor and storage rack for hangered garments. Gives you to 40% more hanging capacity. Models up to 600 orders.

FOR LAUNDRY BUNDLES
NEW White "PAK-U-VEYOR"
Automatic call office conveyor and storage bins for laundry bundles.

HERE'S AUTOMATION PLUS A COMPLETELY NEW LOOK FOR YOUR PLANT!

With "White" conveyors, your call office transactions (for drycleaning, shirts or laundry) are completed in seconds. And . . . your customers are positively amazed at the speed and efficiency of your service.

FOR SHIRTS



White "SHIRT-U-VEYOR" Automatic conveyor and storage bins for packaged shirts. Models for 750 to 3000 shirt capacity.

Dial YOUR ORDERS

White U-Dial
Amaze your customers! Merely dial the order and it's brought to your counter automatically.

GET THE FACTS...
Mail Coupon for Complete Information

MAIL COUPON TODAY
WHITE MACHINE COMPANY, INC.
14th St. & Lafayette Ave., Kenilworth, N. J.
Please RUSH complete information on your Call Office Conveyors.
FIRM
ADDRESS
CITY ZONE STATE
YOUR JOBBER

New officers of Pacific Northwest Launderers and Dry Cleaners Association include, left to right: Ed Hudson, Tacoma, sergeant-at-arms; Samuel Swetman, Victoria, B. C., president; Harold Tomlinson, Seattle, immediate past president, and William Short, Seattle, secretary. Not in photo: Frank Davis, Spokane, vice-president; Howard Keeler, Seattle, treasurer

Automation at Northwest

GREAT INTEREST was evidenced in the prospects for automation by the 200 delegates who turned out for the thirty-second annual convention of the Pacific Northwest Launderers & Dry Cleaners Association. It was held at the Olympic Hotel, Seattle, Washington, May 9 through 11.

Leo White, Port Angeles, conducted the showing of the film "This is Automation." He was followed by Ray Calou, Oakland, California, who discussed the future potential of the textile maintenance industries.

The program was opened with an address of welcome by the Honorable Gordon S. Clinton, mayor of Seattle, who was introduced by Sam Swetman, vice-president of the association. Other guests included William H. Weaver, district director of the American Institute of Laundering, and G. Louis "Mike" Dodge, AIL president.

The speakers for the three-day program included Howard Smith, assistant sales manager, Sanitone Division, Emery Industries, who gave a provocative talk on how profits pay off in people.

Paul Jacobsen, sales manager, Wallerstein Co., gave his interesting talk on "Sizings: What, How, When, and Why."

Elliott Marple, publisher of *Marple's Northwest Business Roundup*, also addressed the delegates.

The social activities program consisted of a golf tournament, cocktail parties, sightseeing excursions, and was concluded with the President's Reception. New officers were elected during the business meeting. # #

Californians View Current Problems

MEMBERS of the California Drycleaners Association held their thirty-sixth annual convention in Berkeley this year May 31, June 1 and 2. Close to 350 delegates were treated to a three-day discussion of current problems by a dozen well-known drycleaning authorities.

Brooklyn Harris, manager of the Western branch of the National Institute of Drycleaning, set the pattern in his lead-off talk on "Today's Drycleaning Problems." Miss Marian Nylen, College of Agriculture, University of California, explained "Our Consumer Education Program" whereby women on the Agriculture Extension staff, acting as rural county advisors, set up "Consumer Days." These afford an opportunity to acquaint increasing numbers of housewives with facts on drycleaning, as well as on many other subjects concerning homemaking.

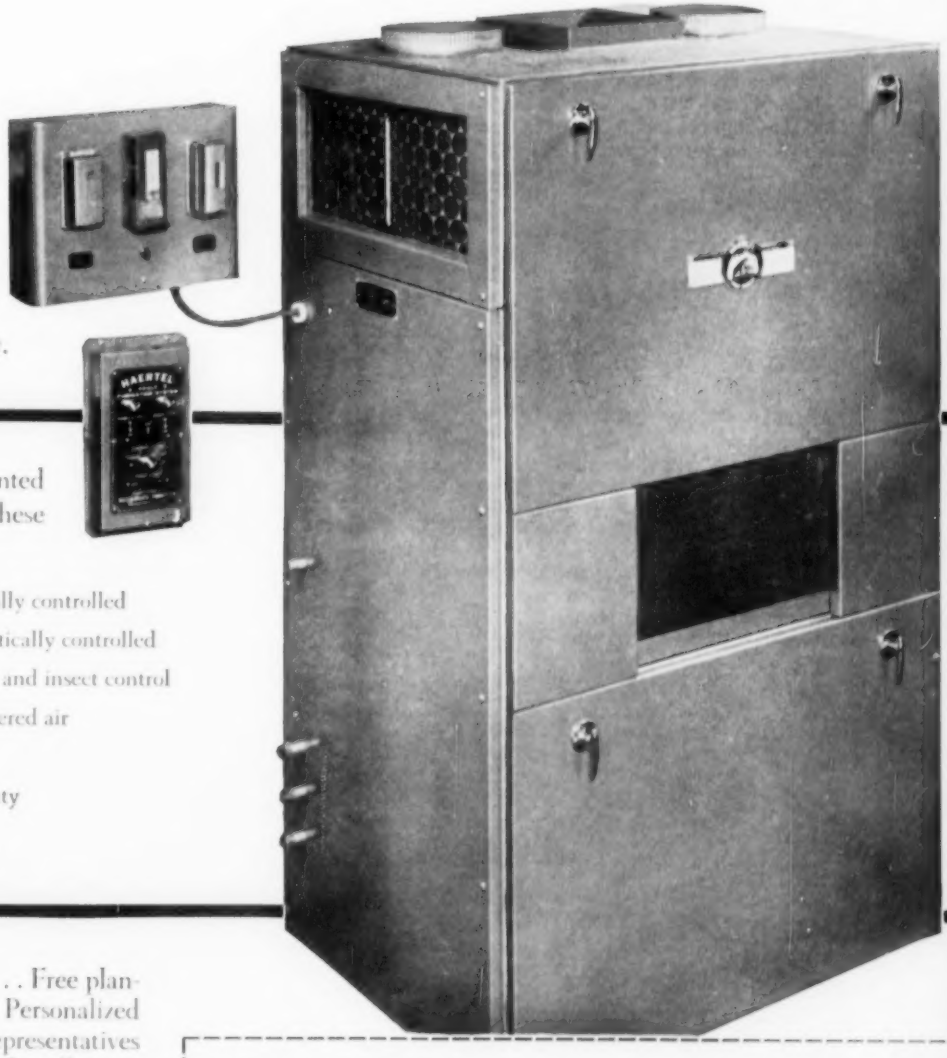
Dr. Mary Ann Morris, Department of Economics, University of California, told about "Textile Research at the University." Right about here it got to be three o'clock and it was declared time for a coffee break, and waiters hustled in tables loaded with coffee urns. The audience got a wel-

Officers, left to right, standing: Frank Shank, James Gallagher, Phil Levey, outgoing president. Seated: Herman Mathis, Graham Featherman, John Brittain

Attentive audience for Dr. Lyle is typical of packed hall that greeted every speaker

Symbol of Quality...

Haertel Vaultmaster



A Vaultmaster Installation proves your Company's desire to possess The finest equipment For Garment and Fur storage.

The Vaultmaster is the only patented vault equipment made with all these features in one unit:

- ☆ Humidity—automatically controlled
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- ☆ All units under warranty
- ☆ A size for every vault

Twenty-seven years' experience . . . Free planning and engineering service . . . Personalized service by our many regional representatives . . . Proven and tested supplies for all types of fur cleaning.

POLARIZED CARE
FOR YOUR GARMENTS

Send for our Free Storage Vault Planning Kit

Have our experienced representative help you plan your vault. No obligation to you, of course.

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☐ Please send me the free storage vault Planning Kit.

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Address _____

City _____ State _____

Signature _____

come opportunity to stretch their legs and, best of all, it kept everyone in the room to hear the next speaker. This was nationally known Dr. J. C. Alexander, director of research for Adco, Inc., who spoke on "Fabrics and Sizing."

Saturday was led off by an oration entitled "Why my cleaner is my clothes' best friend" by Miss Antonette Pardini of Ogden, Utah, winner of the Utah State Association public relations contest. Dr. Dorothy Lyle of the NID spoke on "Fashions and Fabrics" and was followed by Dr. Jules Labarthe, Mellon Institute of Research, Pittsburgh, who discussed "Serviceability and Servicing."

Jack Stacey, NID director of Portland, Oregon, got the Sunday sessions off to a rousing start when he spoke on "What NID Means to You." Jerry Daleke, very ably filling in for another speaker who was unable to attend, spoke on his favorite subject, selling. (Incidentally, Jerry's sales clinic, which he conducted as a separate addition to the convention on Sunday afternoon, was one of his best attended to date.)

Winding up a most successful convention, the panel discussion under the leadership of Norman Higgins was well received. Panel members were Dr. Lyle, Dr. Labarthe, Dr. Alexander, Brooklyn Harris and Roy Bowles.

New officers of the California group are: president, Graham Featherman, Careful Cleaners, Long Beach; president-elect, Herman Mathis, Virginia Cleaners, Berkeley; vice-president, John E. Brittain, Jr., Huntington Park; treasurer, Frank Shank, Golden West Cleaners, San Jose; sergeant-at-arms, James Gallagher, Gallagher Cleaners, Merced. George Shepherd continues as executive secretary.

Directors are: John L. Gordon, Auburn; Otto Polenske, Sacramento; Marvin W. Brewer, Vallejo; Jack Woodmansee, San Leandro; D. H. Rosenthal, San Jose; H. J. Gould, San Francisco; Dwight Alquist, Lodi; Stanley Nelson, Visalia; Henry F. Brandt, Bakersfield; L. E. Bennett, Panorama City; J. Victor King, Pasadena; W. E. Archambeault, Long Beach; Ralph Sundstrom, Compton; Henry A. Polk, Los Angeles; Abe H. Mandel, Los Angeles; E. H. Satchell, Jr., Los Angeles; Frank Sesma, Anaheim; Harold G. Lord, San Bernardino, and Lester Ellis, Oxnard.—*Lou Belleu*

LCATA Reaches New Heights

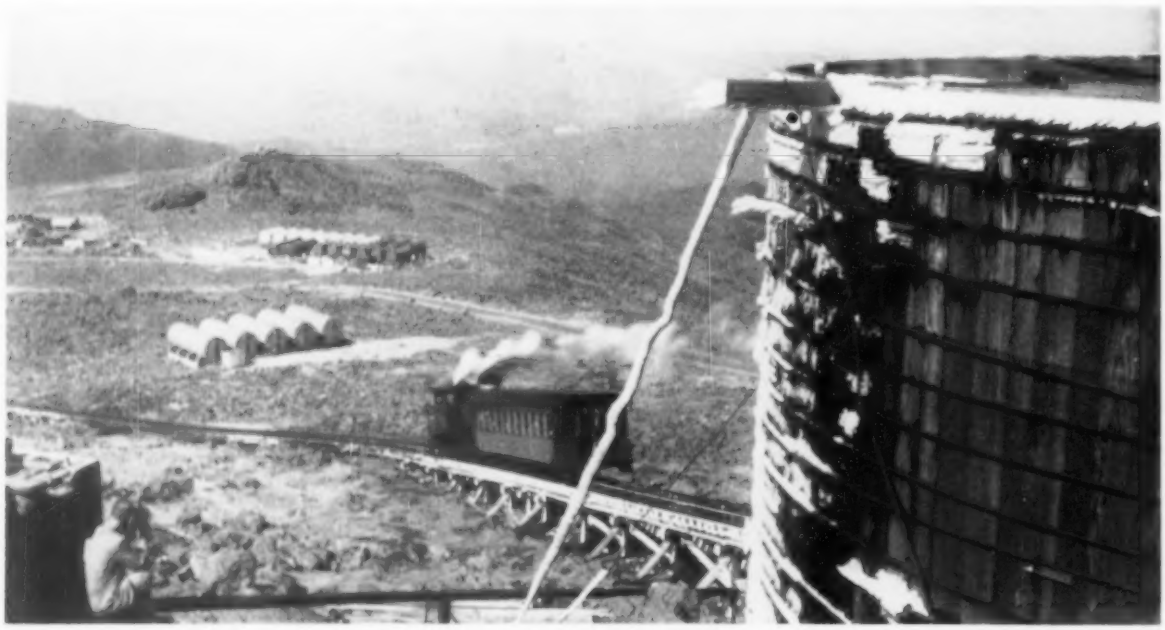
A TRIP to the top of Mt. Washington (elevation 6,293 feet) was one of the high points of the twenty-eighth annual convention of the Laundry and Cleaners Allied Trades Association which took place June 6 through 9 at the Mount Washington Hotel in Bretton Woods, New Hampshire.

Final registration figures showed 222 members in attendance. Guests swelled the total attendance figure into the 370's, making this one of the best attended LCATA conventions in the entire history of the association.

Guests included President and Mrs. Frank Prather of the NID, Vice-President and Mrs. Frederick Bowers of the NID, President and Mrs. G. L. (Mike) Dodge of the AIL, President Lawrence Kline of the LSAA, President and Mrs. Edwin Cullen of the NAILM, Albert Johnson and George Fulton, general managers of the AIL and NID, respectively, and Betty and Allen Prather.

Louis P. Butenschoen is the newly elected president of the LCATA. Wayne Wilson was elected secretary of the association, and Nils S. Dahl was re-elected treasurer.

"Keep and Use to Good Advantage Your LCATA Profits" was the theme of this year's convention. In address-



Cog railroad carries LCATA party 3½ miles to highest point in New England as sidelight of convention at Bretton Woods, New Hampshire

For Proven RELIABILITY Insist On *Adjusta-Form*

The Form Finisher That's Been Proven Dependable Over The Years!

It's Best Because It Offers Simple Design — Simple Operation.

What Could Be Simpler Than *ADJUSTA-FORM Step-O-Matic?* Precision Control lets operator work and move easily and naturally. There is no reaching or stopping to read and set dials. Operator's hands are free. Just step for steam and it is measured precisely and automatically. Then automatically the air comes on and the garment's finished, always perfectly timed, always perfectly steamed, perfectly dried. What's more with Adjusta-Form, garments can be steamed or dried manually whenever desired.

Compare Adjusta-Form's Quality Features and Construction.

Ventilated, Insulated Adjustable Shoulder Design eliminates condensate. Provides a better shoulder finish on any garment or material.

10-inch Jet Steam Diffuser gives maximum steam coverage throughout bag—released over entire bottom half of bag—not just in small elevated valve area. Assures beautiful finish on all long garments.

Soft Cushioned Front Clamp leaves less impression. Allows better steam penetration, more pass ups.

Step-O-Matic Foot Control leaves operator's hand free for garment adjustments.

Step-O-Matic Precision Timer always predetermines steam time precisely. No decisions to be made by operator. Unvarying production quality is assured.

Long Life Bronze Bearing—gives easy, lasting revolving action.

Adjusta-Form Reliability Costs No More—Write Today For Complete Details and Name Of Your Nearest Adjusta-Form Jobber.

Today — it pays to compare Form Finishers. If you are to get fast production, you need the machine that lets the operator work rhythmically — without lost motion. If you want unvarying high quality finish work — check Adjusta-Form. It's the one form finisher that assures positive steam control for any size garment—regardless of the operator's experience or attention.

Wichita Precision Tool Co.,
450 N. Seneca, Dept. 10, Wichita, Kansas

☐ Please Forward Adjusta-Form Details, Prices and Jobber Name.

Company Name_____

By_____

Address_____

City_____ State_____

Officials of national customer associations attending the LCATA convention, left to right: Frank A. Prather, George Fulton and F. E. Bowers, all of the National Institute of Drycleaning; Lawrence Kline, Linen Supply Association of America; W. B. Appleby, LCATA; Albert Johnson, American Institute of Laundering; Howard Lewis, guest speaker, and G. Louis Dodge, AIL

ing the membership, President Morris Landau referred to Federal reports that total profits of all business men are being pinched, in spite of the fact that sales were at peak volume in 1956. He pointed out the importance of keeping one's house in order so that no profits will be given away unwisely.

In relating how LCATA activities and leadership have contributed to more profits for members and their customers to use to good advantage, Mr. Landau cited the following:

1. One national exhibit each year, which means lower selling costs with resultant savings to customers.

2. A new state and sectional exhibit policy, which has been well received by members and state and sectional customer associations.

3. A new approach to LCATA's constant goal of bringing the association closer to the individual member, in the form of area membership meetings.

4. An opportunity to increase fellowship and goodwill among allied tradesmen at annual LCATA conventions.

5. Uniform recommended house policies, which offer sound and practical guides to better business operation for the benefit of allied tradesmen and plantowners alike.

One of the most important events of the three-day affair was a meeting of the entire distributor membership. Arnold Doescher of the accounting firm of Ernst & Ernst reviewed in detail the results of the 1956 Supply Distributors Cost Survey. He also projected plans for an expanded survey in the future, and outlined how its value will be increased with the continued cooperation of the membership.

James K. Watkins reviewed progress of the advertising, promotion and industry relations program for distributors now being prepared by a special distributors' committee.

J. R. Conley presented proposed changes in the declaration, "Functions of the Full Line Distributor of Laundry and Drycleaning Supplies," which were adopted by the distributor membership.

The importance of zealously guarding profits was also underlined by guest speaker Howard Lewis, Boston sales consultant, who illustrated sound selling techniques and good business management in maintaining adequate profit levels in his talk.

Election results

In addition to the slate of officers, several other important LCATA posts were filled at the annual convention. Wayne Wilson and Morris Landau were reelected to the board of directors. Newly elected directors are Arthur Beringer, J. R. Conley, E. J. Heidersbach and Edward Kahn. H. R. Norgren was appointed by the board to fill the unexpired term of Joseph Friedman. Chairman and members of the three major LCATA committees are: machinery manufacturers: Oliver H. Castle, chairman; Wayne Wilson; Willis A. Pellerin, and Leonard S. Smith III; supply manufacturers: John G. Schwarzmann, chairman; E. J. Heidersbach; Edward Kahn, and T. J. Wrocklage; distributors: Mark M. Baddeley, chairman; Arthur Beringer; J. R. Conley, and J. E. Ryan.

Next year's annual LCATA convention will be held May 14 through 18 at the Sun Valley Lodge in Sun Valley, Idaho. # #

President-elect: Louis P. Butenschoen was elected president of the Laundry and Cleaners Allied Trades Association at the New Hampshire convention

Directors' luncheon was attended by, left to right, standing: F. H. Ross, Jr., J. R. Conley, Edward W. Wilson, Wayne Wilson, E. J. Heidersbach. Seated, clockwise: Arthur Beringer, Mark M. Baddeley, William D. Ellis, Arthur D. Fry, Nicholas L. Strike, Morris Landau, Rodger R. Jackson, Oliver H. Castle, Alexander Guss and John K. Clement

For Synthetic Solvent Cleaners

The WASHEX **P-45 Syntomat**

by **WASHEX**

This new, 45 lbs. per load* packaged unit offers *all* the benefits essential for efficient operation:

DEPENDABLE, HEAVY-DUTY CONSTRUCTION FOR WHICH WASHEX IS RENOWNED!
Sturdy, two-motor drive *without* troublesome overrunning clutches or gears that need periodic replacing.

OPEN-POCKET CLEANING, REVERSING CYLINDER!
Thorough, but gentle, cyclonic whirl action—there is just nothing better!
For varying loads, the solvent level is adjustable.

THE ULTIMATE IN PRODUCTION EFFICIENCY!
Loading and unloading *in less than a minute.* No weighing and balancing of loads!

AUTOMATIC AUXILIARY EQUIPMENT!
A *full size* WASHEX tube filter equipped with automatic actuator to transfer the filter muck directly into the *self-dumping sludge cooker.* No more messy muck handling!

*Also available for 65 and 100 lbs. per load

Write for more information on WASHEX Auto Cycler that brings Automation *with full flexibility* into your plant. Just tear out this ad, attach to your letterhead, and mail to—

WASHEX MACHINERY CORPORATION
192 Banker Street, Brooklyn 22, N. Y.

7-141

Service Is Charleston Theme

Officers C. W. Barker, Paul Divers and Ed Judy (left to right) count score

PRAISE for their fight in trying to hold the price line on services they offer the public was won by West Virginia's drycleaners and launderers. The commendation came at the West Virginia Laundry & Dry Cleaners Association convention in Charleston June 21-22. Close to 140 persons attended the conclave.

Speaking at the fortieth annual convention, Thomas W. Ogden, Jr., of Richmond, Virginia, said the industry is leading the way with only a 15 percent price increase in recent years compared to boosts in other lines up to 100 percent. He gave efficiency of operation, modernized equipment and automatic machines as the principal reasons for what he called the "wholesome record."

"The back of inflation would be broken if other lines of business would follow the same practice," the speaker declared.

Merchandising advice

Another speaker, Jack Ireland of Caled Products Company, explained that modern merchandising methods have helped drycleaning and laundry establishments "to hold their own in these days of stiff competition."

Putting garments in plastic "see-through" bags so the customer can easily inspect them, providing shirtboards with cartoons for coloring by young people, using pastel shades of paint in office and workrooms, and conducting open house for the public were some ideas that Mr. Ireland expounded for drycleaners.

A. L. Christensen of the American Institute of Laundering told launderers that the adoption of the same ideas would help—not hinder—their businesses.

The convention opened June 21 with no business meetings scheduled the first day. Delegates were invited to play golf at the Kanawha Country Club in the afternoon, with a buffet supper following.

President Edward B. Judy of Richwood opened the meeting the morning of June 22. Business sessions were held both morning and evening with a banquet and dinner that night. Wyatt Cargal of Huntington was toastmaster for the banquet.

New slate elected

Officers were elected at the afternoon meeting. C. W. Barker of Nu-Way Cleaners, Charleston, was named president, succeeding Mr. Judy, who became a member of the organization's executive committee. Other officers are A. E. (Red) Deck of East Rainelle, vice-president, and Paul Divers of Empire Cleaners, Charleston, secretary-treasurer. # #

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HIGH VACUUM
SERVICE...

SPECIFY
VIKING
PUMPS

It will pay you to specify Viking Pumps because they will give good, hard service and maintain the needed high vacuum so necessary for vacuum still pumps . . . as many dry cleaners can testify.

Over the years, Vikings have proved themselves by better pumping performance. Many thousands of dry cleaning plants are depending upon Vikings for this service. You will find them dependable too. Write for bulletin Dq today.

For Sales and Service see

VIKING PUMP COMPANY

Cedar Falls, Iowa, U.S.A. In Canada, it's "**ROTO-KING**" pumps

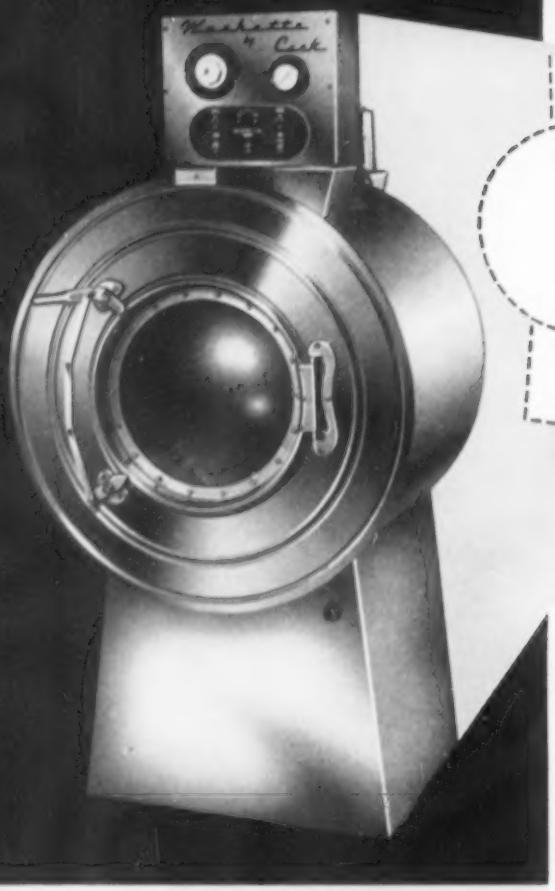
Offices and Distributors in Principal Cities.
See your classified Telephone Directory.

Most people shop for quality work these days. They pay for it. They deserve it. That's why plants using DIAMOND PERCHLORETHYLENE are getting new business, the steady see-you-next-week kind.

New and improved, DIAMOND PERCHLORETHYLENE answers the most exacting solvent requirements—at surprisingly low cost to you.

Ask your local DIAMOND Representative for the name of the DIAMOND Distributor nearest you. Or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, O.

Diamond Chemicals

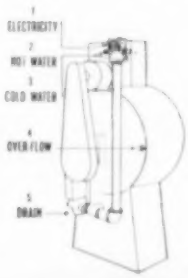


In Less than half a day...

Washette by Cook

can turn that empty space into Profits

In less than *four hours* WASHETTE by Cook can be installed and begin a long, profitable, trouble-free lifetime of service! WASHETTE arrives completely plumbed and wired — no complicated blue-prints to read, no boxes or assemblies to attach. Washette is ready for work when you receive it. Orders are shipped within 48 hours after receipt at factory.



Easily Installed

Washettes require no expensive, time-consuming installation — just attach (1) electricity, (2) hot water, (3) cold water, (4) over-flow, and (5) drain. That's all — so simple it can be done with unskilled labor.

HERE'S WHY WASHETTE by COOK OFFERS YOU THE BEST FOR LESS

- Famous One-Dial Control performs 28 wash-rinse cycles.
- Simple to operate, special trained personnel unnecessary.
- Fully Automatic Controls.
- Automatic Supply Injection if desired.
- Exclusive Water-Gard prevents "dry runs."
- Dodge Reducing Gear assures economical power transmission.
- Stainless steel enhances beauty, minimizes care.

Washette by Cook is authorized to display this Canadian Seal of Approval

Washette is America's finest open-end washer, yet it's lowest priced!

Prices start at $775.00
FOB Factory

SEND FOR *FREE* BROCHURE

COOK MACHINERY CO., Inc.
4129 Commerce St., Dallas 26, Texas

☐ Please send at once literature about famous Washette by Cook

☐ Please send name and address of nearest Washette distributor.

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

COOK Machinery Co. INC.
OF DALLAS

What Makes a Woman Buy Drycleaning?

Here are some of the answers . . . from a woman's point of view

ABOUT THE AUTHOR

Jeanine A. Blair is well qualified to discuss this interesting problem. She is a homemaker, mother of two fine daughters. She has also done work in the drycleaning field, acting formerly as a public relations consultant for one of the leading manufacturers.

In addition to managing her home, she is presently engaged in advertising work, writing and addressing women's clubs. Jeanine is a graduate of Vanderbilt University where she was Phi Beta Kappa.

WHAT DOES make women buy? I've talked to a lot of drycleaners about that. Most of them—and that includes some very successful men — admit frankly that it can be a real mystery. And they're eagerly looking for the solution.

I have a feeling that the reason they haven't found this solution yet is that they're expecting women (and remember, *I'm* a woman) to think the same way that men do. That's not likely to happen in a million years! Men —the wonderful, solid citizens—tend to pick out and concentrate on the big, important facts of a situation. Women do that, too—but they will also look at a lot of other things, sometimes without being consciously aware of them.

An example: A man thinks he's well dressed when he has on a good-looking, well-tailored (and, we hope, freshly cleaned and pressed) suit. Probably he is, in most cases . . . if he isn't colorblind or color*dumb* and wearing green socks with his blue suit. Women definitely do not operate so casually. They certainly do look for the dress they want (unlike men, they aren't satisfied with one that "will do" —they want it to be special), but they're far from finished when they get it. It's only a foundation. Shoes have to be considered, and a handbag, jewelry, gloves, a hat—all those small things that add up to a big difference.

Right there is that "big secret"—only it turns out to be a lot of little ones! It isn't enough to offer your customer good drycleaning — although you must. It's what she says she wants and thinks she wants, and so of course she will be looking for it. It's not enough to add courtesy, even special courtesy to her, or to make the call office attractive, or offer all the services she needs, although you should do all these things, too. But there simply is *no one* thing on which you stand or fall, except in the drastic cases. (Let's hope you have an absolute minimum of these!) For women are subtle—and they respond to subtleties.

Small things—big effect

I know I've seen this kind of response in my own buying habits. Last fall I left a self-service laundry (that business, by the way, has many problems that are similar to yours) where I had been bringing quite a bit of business. What was the trouble? Well, not much that I could pin down. I felt it was costing me a little too much. The place would often close a few minutes early so that I wasn't able to get my clothes after work. The man who waited on me was rather too familiar. Small things—but I left.

A few months later I heard the business had been bought by someone else. I came back for another try—it *was* conveniently located. The new owner made me feel that his service was worth the price and he always seemed happy when he could do a little something extra for me. He was never closed before his stated closing time. Once, to my great relief (I was running late that very busy day) I found him there late. He is always friendly—but respectful. Again, small things—but I'm a customer again.

I'm sure you can see how this principle applies to your business. Perhaps you are a pretty good drycleaner. Fine! But if you want more business, you have to be better. And one way to be better is to pay attention to all those little details that your customer notices and appreciates. Especially worth concentrating on are the ones that make her life run more smoothly. For if she feels that you care about her, she is bound to become attached to you.

Keep promises!

For instance, take the speed of your service. You may have lots of new equipment that you are justly proud of. But you can't expect the customer to appreciate it—as such. What she can appreciate is the results—getting her garment back within the time limit you have advertised. Nine times out of ten it won't matter too much whether it's one hour or one week, but it had better be there when you say. If you can offer your quick service only on garments brought in in the mornings, for example, please do make it clear on a sign in plain view, instead of having to disappoint an afternoon visitor.

So often, in that situation, the person waiting on the customer will act glum and annoyed, tell her that the presser has left, and insinuate, "Who the heck do you think you are, anyhow?" And another opportunity has gone to waste.

You have to remember that you can't expect the customer to care about your problems. You must take an interest in *hers*. It would be far better to say, smiling, "Gosh, our presser has gone, but if you need this in a hurry, I'll do it myself" (that is, if you can!) and add, "I don't want to let you down." Instead of a customer (or ex-customer) who goes grumping down the street muttering about "Them and their two-hour service!" you'll no doubt have a most surprised

and pleased one who now feels that she owes you a favor.

While I'm on the subject of favors, it always seems to be a good idea to mention to the customer anything extra that you may have done for her. Here is one place where you don't have to be modest, thank goodness! Today's woman usually lives in such a busy blur that she may not notice small repairs, for instance, unless you do call her attention to them—but for that very reason she probably appreciates them all the more.

One thing you can be sure your customer notices and probably comments on to her friends is appearance. I'm not going to tell you about the appearance of the cleaning, because you already know how important that is, but other appearances that make an equally frequent impression.

Personal appearance counts

Counter girls are an important part of it. They should be obviously and scrupulously clean, because of the woman's fear of having her clothes (which are very personal to her) handled by persons who do not measure up to her standard of cleanliness. Counter girls in slacks, topped with shaggy hairdos, popping their chewing gum, are some of the most effective business-losers you could have. It would be well worth it to offer somewhat better pay, if necessary; perhaps find an intelligent training supervisor (here you need a woman so that she can mention all the personal details that you can't bring up with your girls), and offer suitable incentives to set things right in this vital department.

And if your counter girls happen to be on the verge of passing for models, what about you? Most of you, I find, can look very presentable indeed when you dress up. But I also have to say I've been rather jarred by the grimy shirts, three-day beards and other manifestations of masculinity that have confronted me in some very nice cleaning plants. Sure, I realize that you may do your own maintenance. But *never* (unless, perhaps, you're in business in a town where everyone has known you since you were in knee pants) let yourself get caught by a customer looking as if you just crawled through the filter. It might be someone who has no way of knowing you ever look any other way—and isn't going to find out!

There's an additional reason for dressing well. You know that one of the main problems in keeping your customers happy is getting and keeping their confidence and respect. One way you can help this along is to dress the part. Look around at the bankers, the doctors and the lawyers in your town. They are respected men. How do they dress? Perhaps it would be well for you to take a cue from them so that you can draw on the great fund of confidence they have built up. And above all—never forget that you are selling appearance.

It naturally follows that one good way of luring a customer through the door is with a handsome call office. There are certainly many wasted opportunities in this department! You'll get a store with lovely expanses of plate-glass front. Then what do you do with it? Cover up the glass with dozens of posters (useful, informative and individually attractive, but never intended for elements in a patchwork-quilt design) and paint the whole interior, often as not, a dismal institutional tan.

Far, far better to clear out everything but essentials from the window. You'll get the added bonus of a light and airy look inside the store. The posters could go into a planned, not too crowded display panel over the counter, where the customer can read them while her order is being attended to.

Don't spare the paint

You'll find it will have a big psychological effect if you'll spend the few extra pennies to have the inside of the store painted a stylish pastel shade. Peek inside a fashion magazine some time while nobody's looking and see what colors are being promoted, and make your choice. It will help to give your fashionable customers the feeling that they can safely leave their designer originals with you—and even the not-so-fashionable ones will be impressed that you keep up with such things.

In the front window you might hang some very short, low cafe curtains to bring out the color and dress the place up a little. (Yes, I know you "can't stand chintz" . . . but you've got to keep all those girls happy!)

A shop down the street might be glad to lend you a dress dummy wearing some seasonal garment. This could be the sole occupant of the front window, accompanied by a neat sign telling about the special care you give this kind of fabric or style. This is a proven woman-attracter. . . . I think we go for anything that looks like a dress shop! They'll come to ask questions, and if you and your store are pleasant, return to buy.

And that, after all, is the point. To keep women happy with drycleaning, just as with anything else, you have to remember how they are and that, in the words of the song . . . "little things mean a lot." # #

Lady Heads Dakotas Association

A REAL "FIRST," to the best of our knowledge, was accomplished by the Drycleaners Association of the Dakotas at their May convention in Minot, North Dakota. Mrs. Claude Steele of Steele Cleaners, Britton, South Dakota, was elected president of the group. She and her husband are in the process of building a new plant in that city at present.

Also elected were William Sweeney, vice-president for the ensuing term, and Lester Brown, who was reelected secretary and treasurer. Mr. Sweeney operates Sweeney's Cleaners in Fargo, North Dakota, and Lester Brown owns Brown's Cleaners at Sioux Falls, South Dakota.

The two-day program included plant visitations and actual demonstrations of spotting techniques by "Dutch" Rothe, instructor from the National Institute of Drycleaning. Dutch is one of the country's outstanding experts on spotting. Silk finishing equipment was also demonstrated for the delegates.

Larry Porterfield kicked off the talks with a discussion of latest developments in steam-air finishing methods and equipment. Your editor gave an insight on business trends and volume potential for cleaners during the coming year.

In addition to the spotting lectures, Dutch Rothe also gave an enlightening talk on the importance of quality for the future growth of the industry. H. L. Compton of Anderson-Prichard Oil Corporation told of the improvements in petroleum solvents in recent months. The program closed with a technical discussion on boilers and boiler maintenance by a mechanical engineer.—*Art Schuelke*

Here's Your Cure for Repellency Troubles —A NEW Cravenette That Works in Any Charged System!

Treating a garment for water repellency is no guarantee that you will get good repellency. The best of repellents have been killed in today's charged systems and by the kind of cleaning and detergents used.

You can now avoid that trouble and be sure of repellency of the highest quality because we now have developed a repellent that can be used after any charged system cleaning—a new high quality "*Cravenette*" that guarantees a high quality rain repellency in your garments.

It is an entirely new formulation, that mixes with petroleum or chlorinated solvents, and completely dissolves at room temperatures, and without heating. Moreover it remains in solution at lower temperatures without separation. Shower repellency of the highest quality is obtained with all fabrics regardless of the kind of detergent or cleaning method used, and in any kind of charged system with, or without a clear rinse. Your customers get a garment with shower shedding abilities of the kind you want them to have. With "*Cravenette*" you also get a service that sells because it has been popular with the public for almost three-quarters of a century.

If you already employ "*Cravenette*" water repellents have us tell you at once more about this new development. If you are not yet using "*Cravenette*" here is an opportunity to install this finest of all water repellent services provided there is a franchise open in your area.

The Cravenette Company, U.S.A.

EIGHTH AND MADISON STREETS, HOBOKEN, N. J.

Since 1887 the world's leading producer of water repelling preparations for garment fabrics

WRITE!

Cravenette Co., U. S. A.
Gentlemen:
Please send me full information about your newest water repellent usable with all types of charged systems

Name _____

Company _____

Street address _____

City _____ State _____

NEWS

FROM THE ALLIED TRADES

Butler Reports Five Dry Cleaning Staff Changes

BILL RANDOLPH

CHARLES A. BRINER

THOMAS J. MULLEN

VERNON RHODA

WALTER D. WOOD

Butler Manufacturing Company, Kansas City, Mo., has announced several appointments in the Dry Cleaning Equipment Division. Charles A. (Charlie) Briner has been named national assistant service manager, Vernon Rhoda and Bill Randolph have been promoted to regional service managers, and Walter D. (Walt) Wood and Thomas J. (Tom) Mullen have been made sales representatives.

In his new position Mr. Briner will assist Noel L. Cooperider, Butler's national service manager. He will be directly responsible for the coordination of all regional service managers and regional servicemen in the application of field installations. Mr. Briner served the firm as sales and service correspondent from 1946 until 1950. From 1950 until 1956 he owned and operated a drycleaning plant in central Illinois, rejoining Butler in July 1956.

Newly appointed to serve in the Southwest region, Mr. Rhoda has been employed by Butler for the past 10 years as a serviceman. Mr. Randolph, who will be stationed in the Midwest region, has been transferred from the East Central district, where he was a serviceman for the past two years. Before joining Butler, Mr. Randolph managed a drycleaning plant in New Lexington, Ohio.

Mr. Wood has been assigned to the state of Virginia. Before joining Butler he spent five years as a sales representative with the Addressograph-Multigraph Corporation and two years as an assistant director of the Tidewater Hospital Service Association.

Mr. Mullen, who will be responsible for Pittsburgh and western Pennsylvania, has been associated with Butler for one year. Before his transfer he was a filter consultant and specialist in the Greater New York area.

Forse Acquires Clothes-A-Clean

The Forse Corporation, Anderson, Ind., has announced acquisition of all engineering, manufacturing and sales activities of the Clothes-A-Clean Mfg. Corp. of Miami, Florida. An announcement by Forse president H. Don Forse states that the Clothes-A-Clean washers and extractors have already been integrated with the present Forse line of drycleaning and laundry equipment.

Maurice J. Goodman Retires

After 45 years in the drycleaning industry Maurice J. Goodman, president of A. Goodman, Chicago equipment and supply house, retired August 1. Mr. Goodman, a founder of the company, had been in the business for 20 years.

Adlam Heads P-K Office

GEORGE A. ADLAM

Frank L. Patterson, Jr., president of The Patterson-Kelley Co., Inc., East Stroudsburg, Pa., has announced the opening of a branch office, located at 2040 W. Wisconsin Ave., Milwaukee, Wis. The new office will be headed by George A. Adlam.

A mechanical engineering graduate of Marquette University, Mr. Adlam first became associated with Patterson-Kelley as a manufacturers representative. He has also served in various capacities with Allis Chalmers Mfg. Co.

Emery Honors Oldest Sanitone Licensee

With 25 years association with Sanitone, Zenith Cleaners, Dallas, Tex., is the oldest Sanitone licensee in the world. As a tribute to this association, Sanitone Division of Emery Industries, Inc., Cincinnati, Ohio, recently presented Zenith with a plaque to commemorate the event.

Zenith has enjoyed 43 years of continuous operation under the same management, having started business in a small shop in 1941. It was founded by T. E. Milholland, president, and

Prove it yourself!

. . . without cost or obligation

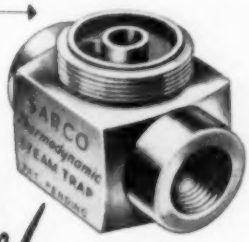
This amazingly simple steam trap can do a better job of draining your units — save you more money — than any other steam trap obtainable!

No other steam trap like it!

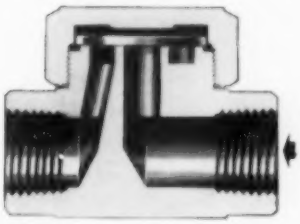
1. A CAP

2. A DISC

3. A BODY



That's all!



Self-adjusting . . . same large capacity orifice for all pressures 10 to 600 psi! The ⅜" size has more than enough capacity for most units.

WHEN you equip your ironers, presses, tumblers, stills and other units with steam traps to improve drainage . . . it will pay you to make sure you get the *combination* of advantages which only the Sarco Thermo-Dynamic can give you.

Laundries and dry cleaners who have tested various types of steam traps are amazed at the difference the Sarco Thermo-Dynamic Steam Trap makes. Why is this so? It's because the Sarco TD is a major advance in steam trap design. Look at it . . . you can see how extremely simple it is. And its performance is a big step forward too.

Here's why the Sarco TD is the ideal steam trap for you

1. **Rapid, complete drainage** — it *immediately* discharges condensate, air and air-steam mixtures . . . maintains the right temperature in units at all times.
2. **Doesn't blow steam** — waste fuel.
3. **Same trap for all pressures 10 to 600 psi** — not a single change or adjustment required.
4. **Self-adjusting** — only one large capacity seat for each size — all pressures.
5. **Only one moving part** — a solid hardened stainless steel disc.
6. **Maintenance practically eliminated** — Sarco TD has simplest design. Cap, body and disc . . . that's all! No mechanism to get out of order . . . completely free of buckets, levers, pins, gaskets, narrow channels.
7. **Large capacity** — ⅜" size Sarco TD will handle all condensate from unit using as much as 14 boiler horsepower at 100 psi! ⅜" size has more than enough capacity for most of your steam-using units. (Sizes ½, ¾ and 1" also available.)
8. **Compact** — ⅛" size is only slightly larger than 50¢ coin.
9. **Low initial cost.**
10. **Low installation cost** — easy to install as a pipe fitting. No check valve needed — unique construction prevents reverse flow.

60-DAY TRIAL CONVINCES
. . . no cost or obligation

Prove to your own satisfaction . . . without cost or obligation . . . that everything we say about the Sarco TD is true.

Write direct to us or contact your supply house for a Sarco ⅛" TD trap and strainer for 60-day trial. You buy the TD *only* if you're completely satisfied. Sarco Company, Inc., Empire State Bldg., N.Y.C.

2214-B

SARCO Thermo-Dynamic STEAM TRAP

For Cooling Controls, see Sarco ad, page 57

K. Bertucci, vice-president. Zenith serves Greater Dallas with 15 routes and 9 service stores.

In the photo are shown, left to right: Robert K. Bertucci, Zenith vice-president in charge of personnel and production; James Chisholm, Sanitone vice-president and sales manager, who presented the plaque; T. E. Milholland, Zenith president, and James F. Milholland, Zenith vice-president in charge of sales and advertising.

"Second Honeymoon" Winners

Signal Chemical Co., Bedford, Ohio, received more than four million entries in its second "Second Honeymoon Trip" promotional campaign directed at the consumer level. The prizes consisted of six all-expense-paid trips by air: two each to Europe; Havana, Cuba, and Palm Beach, Florida.

The purpose of the campaign was to promote the Sanex mothproofing process. Consumers were required to register at their drycleaners' or mail in a newspaper ad coupon to the cleaner. The bottom of the coupon had a box which could be checked if drycleaning was desired.

First prize winner was Mrs. Fred Richards, Washington, D. C., who registered with Official Cleaners of that city. C. E. Shelton, who was listed with Bobbitts Cleaners, Fayetteville, N. C., won the second prize. Freeman Cleaners, Wakefield, Mass., sent in the third prize-winning entry from Mrs. Nancy Sardella.

Buckeye Assigns Overton

CHARLES M. OVERTON

Charles M. Overton has been appointed a drycleaning sales and service technician for the Davies-Young Soap Co., Dayton, Ohio. Mr. Overton's territory will include the states of Alabama, Georgia and Florida. He has had 15 years experience in drycleaning plants and is a graduate of the general course given by the National Institute of Drycleaning. Before joining Davies-Young, Mr. Overton was a drycleaning plant superintendent.

Jensen Anniversary

The Jensen Manufacturing Company is celebrating this year the fiftieth anniversary of the business. The company plans to hold a sales, service and exhibit clinic at its headquarters in Palmyra, N. J., on October 18, 19 and 20.

Dow Elects Schuette

Dr. William H. Schuette, general manager of The Dow Chemical Company's Midland Division, Midland, Mich., has been elected to the company's board of directors. He was promoted to the position of Midland Division general manager in 1955.

Joining Dow in the chemical engineering laboratory in 1941, Dr. Schuette has served as assistant production manager, plastics production manager and assistant to the general manager.

New Sales Manager Named

C. T. ROBERTSON

Columbia-Southern Chemical Corporation, Pittsburgh, Pa., has advanced C. T. Robertson to the post of manager of the Chicago sales office, it was announced by Chris F. Bingham, vice-president in charge of sales.

Formerly assistant district sales manager in New York City, Mr. Robertson succeeds I. G. Stewart, who will continue in an advisory capacity until his retirement in December. A graduate of Lehigh University, Mr. Robertson joined Columbia-Southern in 1946 as

VANISHED!

Stains . . . Spots . . . Blood, Ink, Rust, Paint—

SOLVINK *SOAKS 'EM OUT IN SPLIT SECONDS!*

No pounding . . . no rubbing . . .
Even the experts call Solvink a spotting miracle!
It's fast! It's gentle! It's safe! It's economical!

And it's fabulous! Spots . . . stains simply vanish without harm to finest fabrics or colors when "Solvinked" as per directions.

Cut your spotting time! Cut your finish costs! Give a trial order to your jobber and watch a miracle pull new profits out of hiding for you. Only $2.25 for the half-pint set of two solutions. Comes also in pints, quarts, gallons. For sample, send coupon below.

There's lots of profit for you in these companion products, too.

TANSOL—for tannin stains
IODASE—for iodine stains
GREENZYME—Digestant
SIZ-IN—Hot size

Free Solvink Sample for Skeptics

Greenville Chemical Co., Greenville, S. C.

I'm interested. Send me free Solvink 2-bottle sample for test without obligation

Name _____

Address _____

GREENVILLE CHEMICAL COMPANY
POST OFFICE BOX 1087, GREENVILLE, SOUTH CAROLINA

NOW! SERVICE with a capital S

. . . on your HOFFMAN equipment

It's not enough to have top-notch equipment in your business . . . the finest service possible in parts and maintenance is also a must. Service—with a capital S—is emphasized, *now*, by your Nicholson sales and service organization.

Hoffman laundry, dry cleaning and pressing equipment has long been known for its superior design, quality construction, ease of operation, productive capacity. Backing up the complete Hoffman line, the Nicholson organization is set up to give you the dependable service you need to keep your plant operating at top efficiency.

From Nicholson you'll get

NEW equipment design and performance

NEW prompt maintenance service

NEW fast parts service

. . . all that you need to give you maximum production at lower cost.

Nicholson understands your problems . . . your requirements . . . the kind of help you need. You can depend on Nicholson!

A satisfied customer is our first interest

NICHOLSON

OF WILKES-BARRE, PA.

Distributors in all principal cities

W. H. NICHOLSON AND CO., General Sales Offices—12 Oregon Street, Wilkes-Barre, Pa.

a sales trainee at its Barberton, Ohio, chemical plant.

Mr. Stewart had served as district sales manager at Chicago during the past seven years. He became associated with the firm in 1945 in a similar capacity for the San Francisco office.

Bannon Trains at Ajax

RAY BANNON, JR.

Ray Bannon, Jr., recently completed an extensive training program at the Ajax Pressing Machine Company, Salt Lake City, Utah. Mr. Bannon will join his father in the Bannon Laundry Machinery Company, which serves as an Ajax distributor in northern California. Mr. Bannon, Jr., will be in charge of service, maintenance and installation work.

Office Manager Assigned

J. A. Coleman, manager, Small Equipment Company, Cincinnati, Ohio, has announced the appointment of Oscar M. Lewis as office manager and special assistant.

Mr. Lewis has served as auditor of the parent firm, The American Laundry Machinery Company, for the past 25 years. During that time he acted as efficiency consultant to laundry and drycleaning plants throughout the country. Mr. Lewis served as an officer in the Army Finance Department during both world wars, recently retiring from the active reserve with the rank of colonel.

Hild Appoints Jackson

Robert E. Jackson has been appointed Midwest sales manager by Hild Floor Machine Company, Chicago. According to Joseph Roti, president, the company increased its production capacity 100 percent by its move to 1217 W. Washington Blvd. and launched a large national advertising campaign. "This made it necessary," Mr. Roti stated, "to strengthen our merchandising and selling organization substantially, and with Mr. Jackson's broad experience we are now planning to double our sales force."

Standard Elects Silbert

Arthur F. Silbert has been elected a vice-president of Standard Financial Corporation, New York, N. Y., it was announced by Edwin B. Meredith, executive vice-president of the firm. Mr. Silbert will be in charge of the drycleaning and laundry financing division. He was formerly assistant to the executive vice-president, assistant treasurer and secretary and assistant vice-president. Before his association with Standard Financial, Mr. Silbert was employed by the Colonial Trust.

Forse Sponsors Training School

Twenty-nine jobber sales and service men recently participated in an intensive three-day service school conducted by Forse Corporation in its Anderson, Ind., factory.

Under the direction of Floyd Brown, national service manager, the course included all phases of service, maintenance and operation of Forse equipment. This is the first in a series of training programs planned by the company.

NEW PRODUCTS AND LITERATURE

Continued from page 14

dry for 3 to 5 minutes, then the excess is wiped away.

The result is said to be a durable, transparent film of wax to allow hangers or hooks to slide easily. The special formulations should be applied only to rails. They are not suitable for application to walking areas.

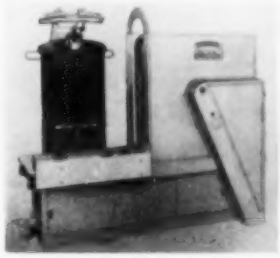
Further information can be obtained from J. R. Young, Sales Manager, Buckeye Dry-cleaning Division, Davies-Young Soap Co., 705 Albany St., Dayton 3, Ohio.

Washex Filter Catalog

A new four-page catalog on Washex Tube Filters has been published by Washex Machinery Corporation. The bulletin gives data and diagrams to illustrate the advantages of design and operation in the six available models which, it is claimed, provide greater filtering area in less floor space and with less pressure build-up.

Catalog T-106 gives specifications on the Washex Tube Filters, available for both petroleum and synthetic solvents, and in capacities of 2,000, 3,000, 5,000, 7,000, 10,000 and 15,000 gallons. The catalog may be obtained by writing Washex Machinery Corporation, 192 Banker St., Brooklyn 22, N. Y.

New Unipress Unit



The Unipress Company has announced production of its new Model BAS One Lay Bosom, Body and Yoke Press. To simplify the pressing operation by eliminating extra handling of shirts, Unipress has added a full yoke press to the traveling buck. This addition also saves floor space.

The unit is equipped with an automatic sprayer, automatic counter for registering the amount of production, and chromed heads. The model is available in a choice of seven colors.

Address further inquiries to The Unipress Company, 2800 Lyndale Ave. S., Minneapolis 8, Minn.

New Small-Boiler Brochure

A new 18-page color brochure describes and illustrates the "overdrive" principles and features of the Eclipse vertical gas-fired, fire-tube 1- to 50-h.hp. Steamboiler plants. Cutaway photos, drawings and diagrams show how extra-large boiler shell, increased number of small-diameter fire tubes and other special design features of the Eclipse boilers contribute to fuel savings, improved handling of peak loads, reduced maintenance and long service life. The full line of packaged automatic Eclipse Steamboiler plants is included.

Three distinct automatic control systems are shown. Available arrangements include oil and combination gas-oil firing as well as gas. A large table shows output, input, dimensions and specifications for 21 different boiler sizes.

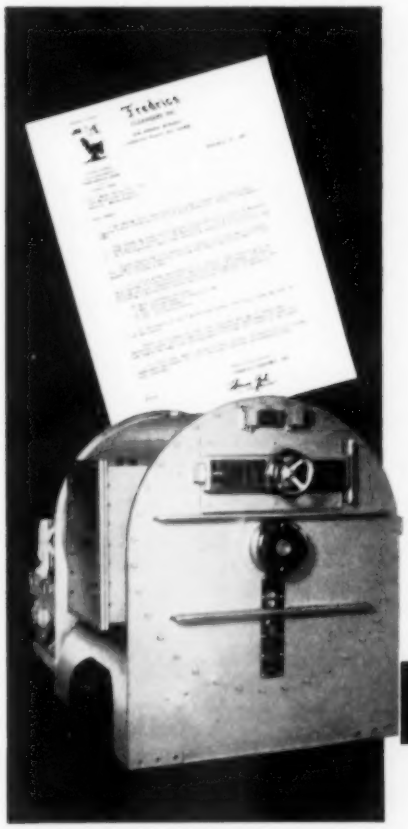
For a free copy request Bulletin No. A-111, Eclipse Fuel Engineering Company, 1100 Buchanan St., Rockford, Ill.

Gas Heaters by Kisco

Kisco Boiler & Engineering Company has introduced a new,

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.



You'll get your investment back in two years... Fredrics did, with **BRAUN UNIT KLEEN!**

WASHER-EXTRACTOR

Fredrics Cleansers, Inc., Jamaica Plain, Mass. dry cleaners, bought a No. 150 Braun Unit Kleen in November, 1955. By November, 1957, savings made by Unit Kleen will have paid for the cost of the equipment. Says Herman York, Fredrics' branch manager: ". . . with the combined savings of labor and material costs, not to mention the tremendous improvement of quality, the new equipment will pay for itself in two years."

Here are the savings: One Unit Kleen has replaced two 36 x 54 washers and a 36 extractor. One man working 8 hours replaces 2 men working 7 to 8 hours each. Operating costs cut to 1.3¢ per pound. And don't forget the "tremendous improvement" in the work done.

In your business, too, savings made by a Braun Unit Kleen will continue for many years after the equipment has paid for itself. There's a size for every operation—and whatever degree of automation you desire. For full information, write us today.

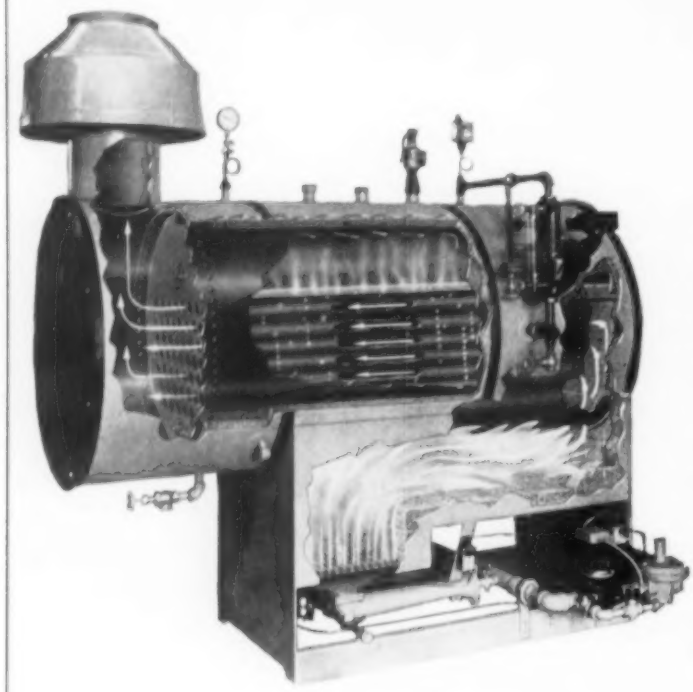
G. A. BRAUN, INC.

Pioneer in Automation

461 E. Brighton Ave., Syracuse, N. Y.

G. A. Braun, Inc. Dept. 59
461 East Brighton Ave., Syracuse, N. Y.
Gentlemen:
☐ Send full information on Braun Unit Kleen
☐ Without obligation to me, have your representative call.
Name _____ Title _____
Company _____
Address _____
City _____ Zone _____ State _____

G. A. Braun (Canada) Ltd., 2 Drummond St., Brantford, Ontario



GAS FIRED LATTNER HRT

See —

the simplicity of design.
the large amount of heating surface.
the quiet atmospheric gas burners.
the simple control setup.
the factory installed combustion chamber.
the rock wool insulated jacket.
an HRT boiler all in one piece.
the boiler that "coasts" with the load.
sizes 3 H.P. to 50 H.P.

Dealers Most Everywhere

P. M. Lattner Mfg. Company
Cedar Rapids, Iowa

improved line of gas unit heaters, to be known as Kisco Silent Automatic Gas-Heat Recirculators. They are self-contained, vented units with integral means for circulation of air, either by propeller fan or centrifugal blower. Using natural, mixed manufactured and LP gases, the heaters are furnished completely assembled with aluminized steel heat exchanger tubes and flue connector box. The unit also features 10-gauge steel combustion chamber, cast-iron burners, adjustable circulating air louvers, summer fan switch, automatic fan control and limit control, thermocouple-operated safety pilot valve and quiet electric motor. The units are available in many sizes and types for every need.

For a descriptive catalog write to Kisco Boiler and Engineering Company, 2400 DeKalb St., St. Louis 4, Mo.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Correct Call-Ette Address

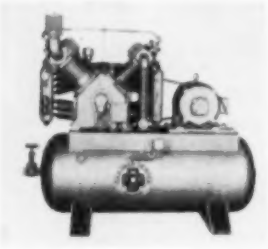
The Call-Ette call-office conveyor pictured above was described in this section of our July 1957 issue. Unfortunately, the address of the manufacturer was incorrectly given. Inquiries should be addressed to Collette Mfg. Co., 28 Fourth St., Farmington, Minn.

The Call-Ette stands 71 inches high and may be floor- or ceiling mounted. Designed to prevent dust or lint collection, the unit has moving parts which are enclosed. An endless belt carries the entire load and the unit runs on ball bearings for easy, silent operation, explains Collette.

Suitable with any marking system, Call-Ette is equipped for automatic push-button delivery of individual orders to the operator. Garments can be delivered in 10 seconds or less. Double drum switch for manual control is also available.

Models are available from 8 to 30 feet long, widths 40 to 48 inches. They come in straight L, Z, or other shapes as required.

High-Capacity Compressor



Presentation of a new extra-capacity Gardner-Denver ADL-1000 compressor has been announced by the manufacturer. This model is said to eliminate the need for a second compressor when only slightly larger air capacity is needed.

The ADL-1000 is a two-stage, air-cooled, 20 hp., two-cylinder vertical compressor. In continuous service, it has a piston displacement of 100 c.f.m. and a discharge pressure up to 150 p.s.i. On intermittent service it is suitable for discharge pressure as high as 250 p.s.i.

Complete details are available from Gardner - Denver Company, Gardner Dr., Quincy, Ill.

Butler Improves Unit

To provide an accurate measurement of solvent on hand at all times, Butler Manufacturing Company has installed a storage tank solvent indicator on its Model 100 (25-30 pound synthetic unit). When the indicator shows "empty," the tank will contain 1 inch of solvent. When it points to "full," the tank contains 10½ inches of solvent.

Butler has also provided a new lint cleanout cover for the model for removal of lint that collects around the condenser coils.

To secure more information write to Butler Manufacturing Company, 7400 E. 13th St., Kansas City 26, Mo.

Join the hundreds of plantowners who go for Reliable's new **dry storage** plan. It's safe . . . sure . . . practical . . . because of . . .

No Costly Refrigeration!
No Costly Installation!
No Costly Insulation!
Inexpensive Construction!

DRY STORAGE?

You save **thousands of dollars.** For cloth, wools, boxes, furs and rugs. Write for details.

RELIABLE MACHINE WORKS, INC.
231 Eagle Street
Brooklyn 22, New York

PEOPLE AND PLACES

SOUTH WEST

Dave Thompson has opened a drycleaning establishment at 1839 13th St., San Pablo, Calif.

A new plant for Mission Dry Cleaners is to be constructed on property adjacent to its present location at 105 Washington, San Diego, Calif., it was announced by Joe Wurzell, partner in the firm.

Mrs. Laura K. Woodhams and Phillip V. Fleming have opened a drycleaning establishment at 105 S. West St., Wichita, Kans.

An open house was held recently at Crady's One-Day Cleaners, 3708 Decatur Ave., Fort Worth, Tex. This makes the nineteenth outlet of the firm, which is owned by Charles Crady.

Richard L. Jepeway has announced plans to purchase Flair Cleaners, 10222 S. Paramount Blvd., Downey, Calif., from W. A. Tomp.

Mr. and Mrs. Russell and Billie Quaid have purchased Ray's Dry Cleaning at 136 W. El Roblar, Meiners Oaks, Calif. The establishment will be operated as Billie's Distinctive Dry Cleaning.

An open house was held recently at Broadway Cleaners, 568 Broadway, Sonoma, Calif., by Louis Ferrante.

Sparkling Cleaners and Laundry has been opened by Joseph Gardner in the new Market-basket Shopping Center, 922 W. Williamson Way, Fullerton, Calif.

Beryl McCollister and Rose Tammer have announced plans to purchase Spot Cleaners, 1102 S. La Cienega Blvd., Los Angeles, Calif., from Joseph Golieb.

Society Cleaners has been opened at 1641 W. San Bernardino Rd., Covina, Calif., by Anthony and Tom Saras.

A drycleaning and laundry establishment has been opened by Barry Alper, an NID graduate, at 7369 Florence Ave., Downey, Calif.

Holly Cleaners, 48 Broadway, Chula Vista, Calif., has opened its second outlet at 28 W. Eighth St., National City. The firm, owned by R. J. Halferty, has another outlet at 345 Third Ave., Chula Vista.

New owners of Royale Cleaners, Lomita, Calif., are Mr. and Mrs. John Goss. They are assisted by two of their sons, Don and Gordon.

Benson Cleaners, 143 W. D St., Encinitas, Calif., has installed its own drycleaning plant, Glen Benson has announced.

Modern Cleaners, owned by Mr. and Mrs. William Centers, has been moved to new quar-

MONEY MAKERS
by *Bill Glover*

Bill Glover 5204 E. 15th St. Kansas City, Mo.

Please send us information on:

Washers	Washer Extractors
☐ 25 pound	☐ 60 pound
☐ 40 pound	☐ 100 pound
☐ 60 pound	☐ 200 pound

NAME _____
ADDRESS _____
CITY _____ STATE _____

how you can improve QUALITY

USE THE Qualitex® PAD AND COVER

ON ALL YOUR DRY CLEANING PRESSES

The Qualitex Pad and Cover combines the superior pressing features of the famous Qualitex foam press pad and the more efficient and durable cover made of U.S. Royal Asbestall fabric. This combination, found only in the Qualitex Pad and Cover, is engineered to give you the most ideal pressing surface yet devised for a dry cleaning press. Ask your jobber this week about this amazing Qualitex Pad and Cover. You'll find that the Qualitex Pad and Cover actually costs less than cotton, or any other type of pads and covers that you are now using.

GUARANTEE
The Qualitex Pad and Cover is guaranteed to last a minimum of 4 months.

ORDER FROM YOUR JOBBER TODAY

Quality products company
5760 West Grand Avenue
Chicago 39, Illinois

DRYMASTER DRYING CABINET

Features exclusive Heatmaster heating unit with Hopkins Turbo-duct up-draft system. Triple "aircel" insulation. Sturdy hardware. Sliding or swinging door available.

Write for catalog and prices.

Hopkins EQUIPMENT CO.
HATFIELD, PA.

ters at 570 San Mateo Ave., San Bruno, Calif.

Elite Cleaners and Laundry has been opened at 4820 Newport Ave., Ocean Beach, Calif., by O. Reed Sauter and C. Jay Sutton.

College Square Dry Cleaners and Laundry has been opened in the College Square Shopping Center, 892 Foothill Blvd., San Luis Obispo, Calif.

M. R. and Irene Gaskill have opened Milton's Cleaners and Laundry in the newly renovated building at 3314 N. Del Mar Ave., South San Gabriel, Calif.

William W. Ruddiman has announced plans to purchase Marquis Cleaners, 12818 Victory Blvd., North Hollywood, Calif., from Carl E. and Mary B. Anderson.

Bud Nichols has purchased Hanas Cleaners, 342 Lincoln St., Roseville, Calif., and plans to change the name to Bud's Dry Cleaners.

A drycleaning establishment has been opened by Adams Brothers at 320 Imperial Ave., Calexico, Calif. The firm has plants in Brawley, El Centro and Yuma.

Wiley Nicholson has announced plans to purchase Beverly Glen Cleaners, 1619 N. Beverly Glen Blvd., Los Angeles, Calif., from Wayne Achuff.

NORTH CENTRAL

Announcement has been made of the sale of Ritz Cleaners, 612 Washington St., Connersville, Ind., by John Scholl to Joe and Mary Risch. The name of the establishment will be changed to Risch Dry Cleaners.

Nu-Method Cleaners has leased space in the Midtown Shopping Center, 2200 Virginia St., Gary, Ind., which is expected to be open by September 1.

Rick-A-Jay Cleaners has opened a branch on Main St., Oakland City, Ind.

Florian Gwozz has opened a drycleaning establishment at 3801 W. 117th St., Cleveland, Ohio.

The modernization program at Sunshine Cleaners, Inc., 2823 Lincoln Way W., South Bend, Ind., is now completed, according to Leonard Opperman, treasurer of the firm.

Chumbley's Dry Cleaners, 1018 N. Water St., Decatur, Ill., has dissolved as a corporation. Otis B. Chumbley, owner, said the firm would continue as a single proprietorship.

Frye Cleaners, Gallipolis, Ohio, has been sold to Forrest Clark by Mrs. Naida Frye, wife of the late Gus Frye, founder of the firm.

Purchase of City Cleaners, Petersburg, Ind., by John Gilliland was announced by Mr. and Mrs. Jack Warner, former owners.

Bishop One Hour Cleaners, Bishop and Wilson Mills Rds., Highland Heights, Ohio, has been opened by Eugene Feldman.

William C. Riess has purchased Spotless Cleaners, Inc., Evansville, Ind., from Joe Marquette. Included in the sale is a branch in Town Center. Mr. Riess plans to open a branch in the new Lawndale Shopping Center in the fall.

James J. Foley has opened a drycleaning establishment at 20535 Mack Ave., Detroit, Mich.

New equipment has been installed in Syracuse (Ind.) Dry Cleaners. R. K. Mills is the owner.

Ruby Dry Cleaners, Mt. Pleasant, Iowa, was scheduled to be moved from its present location on N. Jefferson to a newly remodeled building recently purchased by owner Joe Ruby.

A remodeling program has been completed at Nu-Way Cleaners, 30th and DeWitt, Mattoon, Ill.

Cecil Treadway, president, Birck-Fellinger, Inc., Chicago, Ill., and Lorraine Schuster, president, I. M. Iralson and Sons, have announced the merger of the two drycleaning establishments.

Delbert E. Williams has opened a drycleaning establishment at 112-114 Glashop Lane, St. Louis, Mo.

NEW MONEY-MAKING PLAN BUILDS STEADY CUSTOMERS!

FREE NYLONS!

Latest fashion shades of Beige or Taupe
Sizes: Small, 8-9; Med., 9-10; Large, 10-11 1/2

The ALL-NEW professionally created FREE NYLON deal that builds steady customers for you . . . COMPLETE tested business builder includes attractive, self-selling counter display, colorful window signs, suggested T.V. and radio announcements, free mats for newspaper ads, etc., full color illustrated direct mail cards printed with your name on them . . . PLUS finest S-T-R-E-T-C-H NYLONS to offer your customers FREE after $35 worth of service or you can retail them at the low price of $1.49 pair.

NO RISK GUARANTEE—You can start increasing business at once! Send only $1.00 today for a pair of sheer S-T-R-E-T-C-H nylons and complete information of special Cleaners—Laundry deal. Your $1.00 is refunded with first order. Specify size and shade and allow 10 days for delivery.

STEINWAY SYSTEM • P.O. BOX 3070 • UNIVERSITY CITY 5, MO.

NORTH WEST

Mr. and Mrs. Reggie Gipson have purchased Union (Ore.) Cleaners from Mr. and Mrs. F. Case.

Rawlinson's Cleaners has leased space in the Oswego (Ore.) Village Shopping Center, now under construction.

Robert and Dorothy Thompson have purchased Reynolds Cleaners and Dyers, Tillamook, Ore., from Mr. and Mrs. Jesse Reynolds. The establishment will be known as Tommy's Cleaners.

Articles of incorporation have been filed for Society Cleaners, Inc., Portland, Ore., by William C. Vollman, Frank Rohr and Perry D. Whittle.

Denzel Forney has purchased City Cleaners, Junction City, Ore., from J. R. Ferguson.

Howard M. Goodnough, owner of Rose Cleaners and Laundry, Lakeview, Ore., has purchased Top Hat Cleaners from Ethel and Alex Zevely. Mr. Goodnough is the mayor of Lakeview.

NORTH EAST

C. Lobert Klotz has established Klotz Kleners at 40A W. Orange St., Lancaster, Pa.

A new shirt processing unit has been installed in Economy Cleaners, Broadway and Wisner Ave., Newburgh, N. Y. Philip Snyder heads the concern.

Woodrow Shaw has opened a drycleaning establishment at 61 Main St., Brattleboro, Vt.

Frank's Cleaners, 508 N. High St., Millville, N. J., was destroyed by fire recently.

Kent Cleaners has leased space in the new Mayfair Shopping Center, Commack, N. Y.

Mr. and Mrs. Jack Kaufman are the proprietors of a new drycleaning establishment at 126 Wanaque Ave., Pompton Lakes, N. J.

A grand opening was held recently at Vanity Cleaners, 2257 Seneca St., Buffalo, N. Y., by John Bossinger.

Albert St. Germain has opened a drycleaning establishment at 50 Park St., West Springfield, Mass.

Nathan J. Pessah has opened a drycleaning establishment at 1322 Boston Rd., New York, N. Y.

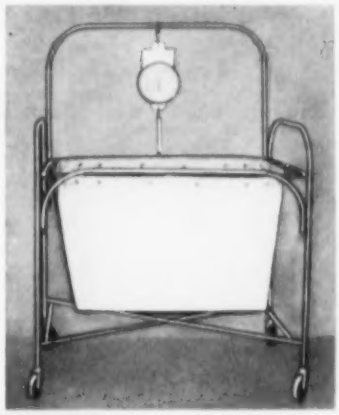
Arthur Freeman has opened a drycleaning establishment at 292 Main St., West Orange, N. J.

Newhouse Quality Scale Baskets

NEW NU-WEIGH DELUXE BASKET

All steel frame. Removable heavy duty canvas basket has 10-bushel capacity. Sturdy hanging scale weighs up to 150 lbs. 4 inch ball-bearing casters for easy rolling.

Price **$129.50**



NU-WEIGH STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Scale and basket mounted on steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping. **$69.50**

Send for '57 Catalogue

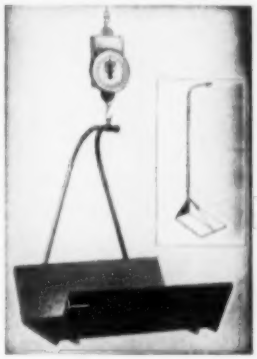
NU-WEIGH ECONOMY HANGING SCALE

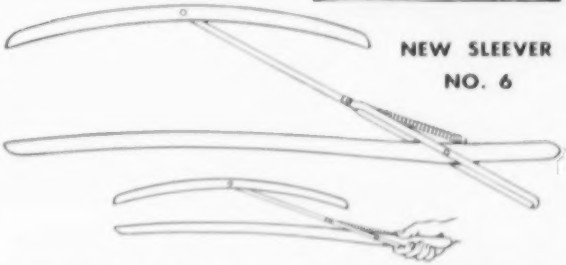
Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

Scale and basket as shown **$39.75**

With stand add	$15.00
Scale alone	18.00
Basket alone	22.00

Sold through Drycleaning and Laundry Jobbers





NEW SLEEVER NO. 6

The ideal sleeve form for finish work on Adjusta-Form or coat machine—coats, sweaters, dresses, etc. Floating arm is self-adjusting to size of sleeve. Coil spring tension during steaming operation. Form is easily depressed for entering sleeve—also for withdrawing from sleeve, without disturbing the fine finish. Weighs less than ¾ lb. Length 23", expansion 11". **$4.95**

NEWHOUSE SPECIALTY CO., INC.

3827 San Fernando Road, Glendale 4, Calif.

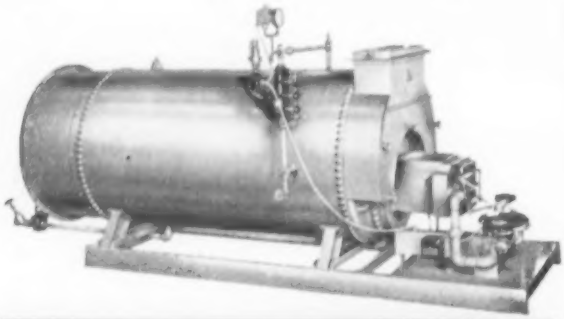
LOOKOUT

Scotch Marine Boilers

WITH GAS BURNER AND AUTOMATIC CONTROLS

A fully proportioned Scotch Marine Boiler with large furnace volume, ample combustion space and simple but complete ON-OFF control set up, factory wired and piped for automatic operation.

"Made in nine sizes from 10 H.P. to 80 H.P. 100 lbs. working pressure. 125 lbs. working pressure."



LOOKOUT BOILER & MFG. CO.
CHATTANOOGA 1, TENN.
MANUFACTURERS OF
VERTICAL TUBULAR, VERTICAL TUBELESS, AND SCOTCH MARINE BOILERS FOR OIL, GAS, AND COAL.

YOU PROFIT FROM OUR EXPERIENCE!

Save time, money, trouble laundering shirts through H-K's technical help and 106 years' experience. Full line of laundry and dry-cleaning supplies. Nationwide service. Send for free booklet, "Better Way Washing Talks."

H. KOHNSTAMM & CO., INC.
83-93 Park Place, New York 7, N. Y.
11-13 E. Illinois St., Chicago 11, Ill.

UNIPRESS
Glide-O-Matic
2 OR 3 GIRL SHIRT FINISHING UNIT

Produces quality finished shirts in seconds! The compact Glide-O-Matic is easy to use . . . saves floor space and cuts operator steps . . . real profit-making features for you! Write for details.

Finer Finishing Faster with
The UNIPRESS Co.
2814 Lyndale Avenue
Minneapolis 8, Minnesota

GROSS STAR

TRIPL-SAFE GRID PLATE
Masters ANY Fabric

1. Perf. liner
2. Filter screen
3. Napped surface

The Grid Plate that CAN'T make a mistake

under 46"	$29.75
over 46"	$38.75
mushroom	$21.75

from your jobber

GROSS STAR TRIPL-SAFE GRID PLATE
MFD. BY
L. BEHRSTOCK CO.
1708 S. STATE ST. CHICAGO 16, ILL.
PATENT APPL'D FOR
WITH BUILT-IN STEAM FILTER

A remodeling program has been completed at Whitney's Sky-Way Cleansers, 922 High St., Westwood, Mass. Whitney Feltmate is the owner.

Martin S. Brann, president of Martin Cleaners, Woodbridge, N. J., has announced the recent opening of its sixth service store, at the junction of Routes 35 and 36 in Keyport.

J. Frank Doyon, proprietor of Parkview Cleaners and Laundromat, has purchased the building on Maine St., Brunswick, Me., in which his new cleaning plant is located.

A grand opening was held recently at Acme Drive-In Cleaners, 188 E. 16th St., Huntington Station, N. Y., to celebrate its new building addition.

SOUTH EAST

Odorless Cleaners, Newberry, S. C., has been moved to a new location on Harrington St. The concern is owned by E. Moody Atchison and his sister-in-law, Mrs. W. W. Bennett.

R. M. Duvall has opened his second drycleaning establishment, at 4040 Youree Dr., Shreveport, La.

An open house was held recently at Magnolia Drive-In Cleaners, 200 Magnolia St., New Smyrna Beach, Fla., by Mr. and Mrs. Jack D. Kincheloe.

Utopia Custom Cleaners has opened its fourth quick-service plant, in the Crestwood Shopping Center, Birmingham, Ala.

Nu Brite Cleaners & Laundry, 925 W. Central Ave., Orlando, Fla., has been established by Mr. and Mrs. Harry Caldwell and Mr. and Mrs. David Redden.

Zenith Cleaners is now housed in new quarters at 1605 E. Second St., Sheffield, Ala. L. B. Tucker and James W. Ferguson are partners in the concern.

Fred Trivette has purchased Piedmont Cleaners, Hickory, N. C., from E. L. Burns, Jr. Mr. Trivette is a former employee.

B. I. Camp, manager, has announced the formal opening of a drycleaning establishment at 1217 Noble St., Anniston, Ala.

DOMINION of CANADA

Murray Little has taken over Buchanan's Cleaners, Cooksville, Ont. The establishment is now known as Cooksville Cleaners.

A fire caused $3,000 damage to the premises of O'Day's Cleaners and Tailors, 1025 Winnipeg St., Regina, Sask.

Gene and Mal Ehman have purchased Melville (Sask.) Dry Cleaners from C. Platnich, it has been reported.

YOU GET
MORE
IN THE RIGHT PLACES
WITH
REMA
AIR VACUUMS

REMA CORPORATION
Norwalk, Conn.

AIRCRAFT-TYPE TURBINE
Flush-welded, all-aluminum high velocity impeller. Features a fixed hub, machined keyway (can't slip) and revolves at 3450 R.P.M.

Dri-Vac

OBITUARIES

Charles S. Cast, 69, owner of Cast Dry Cleaners, Stratford, Ontario, Canada, died recently. Mr. Cast was a member of the Loyal Order of Moose. He is survived by his wife.

Manuel Derderian, 66, president of Manuel Cleaning Co., Inc., Richmond, Virginia, died recently. A native of Tokat, Armenia, he came to Richmond in 1910. Surviving are his wife, two sons and a daughter.

George B. Fitzpatrick, 68, former owner of Fitzi's Cleaners, Chicopee, Massachusetts, died recently in Maywood, California. Mr. Fitzpatrick opened the drycleaning establishment in 1943, retired and moved to California five years later. Surviving is a son.

Carl J. Gross, 59, operator of Four Star Cleaners, Bluff City, Illinois, died recently. Mr. Gross is survived by his wife, a daughter and a son.

Arnold A. Hargis, Sr., 58, owner of Modernistic Dry Cleaners, Santa Barbara, California, died recently. He was a member of the Elks. Surviving are his wife, a son and a daughter.

Harold Hunter, 55, owner and operator of Hunter Cleaners, Canton, Illinois, died recently. Mr. Hunter was a member of the Knights of Pythias in Jacksonville. He is survived by his wife, three daughters and a son.

Katherine Jenkins, 45, operator of Veterans Cleaners, Evansville, Indiana, died recently. Mrs. Jenkins had operated the drycleaning establishment with her husband, Allen. Surviving is her husband.

Samuel I. Marks, 54, vice-president and sales representative of The Cleaners Sales & Equipment Corporation, Brooklyn, New York, died on July 21. Mr. Marks spent over 30 years in the drycleaning industry. He had been connected with Cleaners Sales for the past 14 years. Mr. Marks was a member of the Elks, Rotary and Pythias Lodge. He is survived by his wife and two sons.

P. H. Marrion, 68, owner of Peerless Overall Cleaners, Milwaukee, Wisconsin, died recently. He was a director of the Milwaukee Federal Savings & Loan Association, a 32nd degree Mason, a member of Tripoli shrine and the Wisconsin

Continued on page 110

NEW K-D PORTABLE BAGGER
SPEEDS GARMENT PACKAGING!

Handy, fast-action portable bagger takes minimum space. Raises and locks at any height desired. Rod easily released by foot pedal and drops down to a silent cushioned stop. Light weight (5 lbs.) yet sturdily constructed and attractively finished. Will handle any sized bag—big hanger capacity. Smooth rounded hanger yoke handles polyethylene (plastic) bags without tearing.
Price: $20.85

ADJUSTABLE BAG HOLDERS

Wall mounted, with three 26" arms, has capacity of 100 bags. Handy to use with portable bagger. Keeps bags out of way until needed. Arms fold flat against wall when not in use. Sturdy—long lived!
Price: $24.00

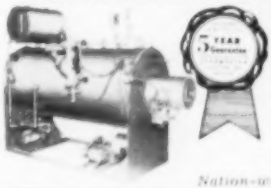
ASK YOUR JOBBER FOR THESE FINE K-D PRODUCTS

Net Pins
Marking Pins
Safety Pins, bulk
Straight Pins, bulk
Pin Carriers
Pin & tag combinations
Flag markers, colored
Shirt sorting bins
Garment Identification tags
Numbering outfits
Brass tags & rings
Garment baggers
Rack Dividers

KD THE KEYES-DAVIS COMPANY
79—14th Street
Battle Creek, Michigan

If you are looking for a
CONSISTENT WINNER...
A boiler that stands up — keeps in there slugging, year in, year out...a real workhorse of a boiler that you can depend on...

Choose Steamaster
CUSTOMLINE Packaged Scotch Boiler



STEAMASTER BOILERS are guaranteed to last! Why chance the extra costs you may experience with a less efficient boiler? Write for full data today.

STEAMASTER BOILER CO.
5819 Compton Ave.
Los Angeles 11, California

Nation-wide Factory Sales and Service

41 YEARS with the DRYCLEANING INDUSTRY

INSURANCE AT COST!

NATIONAL INDEMNITY EXCHANGE
NATIONAL FIRE INSURANCE EXCHANGE
3820 WASHINGTON BLVD. • ST. LOUIS 8, MISSOURI

MONEY BACK GUARANTEE!

feel-tex

. . . is the easy way to finish Orlon-Dynel fur-like pile fabrics IN YOUR OWN TUMBLER, after dry cleaning.

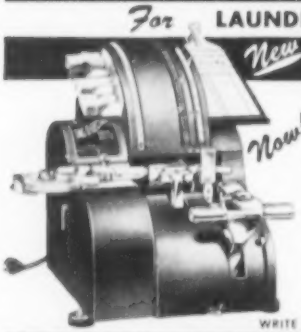
$23.00 BUYS ALL YOU NEED FOR 64 GARMENTS

SEE YOUR JOBBER OR WRITE DIRECT

FUR-FEEL CORP., 231 Eagle St. Brooklyn 22, N. Y.

THE UNIVERSAL TEMPORARY IDENTIFICATION MACHINE
For LAUNDERERS AND CLEANERS

New TAG-O-LECTRIC



Now!

Rheostat controls for consistently strong clear printing, and uniform stapling pressure for proper set and clinch of staples.

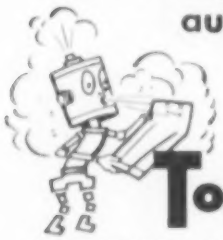
Tag-O-Lectric makes, marks and power staples in a single operation. One, or two precision-placed staples.

It's the machine and tags that break the bottleneck at mark-in and up through assembly.

WRITE for FULL INFORMATION

TEXTILE MARKING MACHINE CO., Inc.
2204 Erie Blvd. E. Syracuse 1, N. Y.

A SINGLE press buck, which finishes tops of trousers automatically while operator is free to press



Topper-Matic

Contact P & H Industries, Dorchester House, Dallas, Texas, for your nearest TOPPER-Matic Distributor.

BOCK-O-MATIC 85
85 LB. (DRY WT.) CAPACITY

- SELF-BALANCING
- FLUID DRIVE
- OVER 1625 RPM
- DEEP 30" BASKET
- FULLY AUTOMATIC

SEE YOUR DEALER FOR DETAILS

BOCK
LAUNDRY MACHINE CO.
TOLEDO 2, OHIO

10, 15, 25, 50, 85 LB. EXTRACTORS

Continued from page 109

consistory. Surviving are his wife and two daughters.

Ray Thibodeau, 56, former operator of New City Cleaners, Coos Bay, Oregon, died recently. Mr. Thibodeau had operated the drycleaning establishment until a year ago, when he retired. He was a member of BPOE 1160, Coos Bay. Surviving is his wife.

MEETINGS SCHEDULED

September 12, 13 and 14 — Pennsylvania Association of Dyers & Cleaners, Annual Convention, Brunswick Hotel, Lancaster.

September 12, 13, 14 and 15—New York State Launderers & Cleaners Association, Fall Conference, Whiteface Inn, Whiteface.

September 15, 16 and 17—Dry Cleaners Institute **(Ontario)** Ltd., Annual Convention, Royal York Hotel, Toronto.

October 2 and 3—Georgia Launderers and Cleaners Association, Annual Convention, Biltmore Hotel, Atlanta.

October 25, 26 and 27—Ohio Drycleaners Association, Annual Convention, Commodore Perry Hotel, Toledo.

October 27—Dry Cleaners Guild Division of the **New Jersey** Laundry and Cleaning Institute, First Annual Convention, Newark.

November 1, 2 and 3—Oregon State Drycleaners Association, Annual Convention, Pendleton.

November 8, 9 and 10—Indiana Dry Cleaning & Laundry Institute, Annual Convention, Severin Hotel, Indianapolis.

November 9, 10 and 11—Cleansing Plantowners of **Massachusetts**, Annual Convention, Bradford Hotel, Boston.

1958

January 15, 16, 17 and 18—National Institute of Drycleaning, Annual Convention, Hotel McAllister and Municipal Auditorium, Miami, Florida.

NATIONAL MARKET PLACE

Where Buyers and Sellers Meet

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 10th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

For sale—drycleaning plant in northeast Colorado. Fully equipped. Well established, doing large volume of business. Health forces sale. **ADDRESS**, Box 8141, **NATIONAL CLEANER & DYER.** -2

FOR SALE: Modern drycleaning plant in central New Jersey. 1956 volume $73,000. Must sell, long lease, priced for a quick sale. **ADDRESS**: Box 8213, **NATIONAL CLEANER & DYER.** -2

Complete modern 140F cleaning plant in Southern California. Excellent location, good lease. $30,000. Address PO Box 2073, Downey, Calif. 8182-2

FOR SALE—Eastern Pennsylvania. Modern Drive-In cleaning plant, with cold storage vault of 5,000 garment capacity. Plant presently operates two routes and three stores, volume $50,000 with a potential of much more. Plant is large enough to take care of doubling present volume. Owner will discuss reasons for selling with anyone interested. Address: Box 8173, **NATIONAL CLEANER & DYER.** -2

Missouri county-seat town near Ozarks. Well-equipped solvent plant, gross $15,000. Ideal for couple; health forces sale. Quality Cleaners, 117 E. Jefferson, Clinton, Mo. 8223-2

OPPORTUNITY: Modern, up-to-date drycleaning business in western Pennsylvania near Pittsburgh, established 33 years ago, doing only quality work, getting highest prices. A volume of $125,000 a year with storage vault. Owner has reached the decision to sell and retire. A real opportunity. **ADDRESS**: Box 8216, **NATIONAL CLEANER & DYER.** -2

FOR SALE: cleaning plant, modern, with real estate. Cheap, well-established. Reason other interest. Colorado location. **ADDRESS**: Box 8217, **NATIONAL CLEANER & DYER.** -2

Cleaning plant for sale, business, building and home in eastern Massachusetts. City population 18,000. Volume $34,000 annual retail. Priced right. Terms. **ADDRESS**: Box 8218, **NATIONAL CLEANER & DYER.** -2

NORTHWESTERN ILLINOIS—fully equipped 25 x 96 solvent plant, established 25 years. Gross $48,000. New building, corner location, with ample parking. Price of $45,000 includes real estate. **ADDRESS**: Box 8219, **NATIONAL CLEANER & DYER.** -2

Northern Idaho, modern petroleum plant in solid and growing community, wonderful setup for two people, good price, terms. **ADDRESS**: Box 8233, **NATIONAL CLEANER & DYER.** -2

For sale: Modern drycleaning plant in Manistee, Michigan. All machinery purchased since 1950. Business established 12 years. 1956 volume over $20,000. Nearest offer to $10,000 takes it. Other property and home available if desired. Write Arnold L. Tice, 423 River St., Manistee, Mich. 8234-2

LAUNDRY, DRYCLEANING, STORAGE PLANT. Good industrial city in southern New England. Opportunity for young man. Doctor orders owner to retire. **ADDRESS**: Box 8235, **NATIONAL CLEANER & DYER.** -2

Cleanest, most modern drycleaning plant in central Illinois. Includes two pick-up stations. All cash-and-carry, $17,500 last year. $70 month rent for new building. Owner has other interest. Sacrifice for $14,500 cash. **ADDRESS**: Box 8239, **NATIONAL CLEANER & DYER.** -2

For sale: Cleaning plant in thriving Oregon town. Air base under construction, other major industries soon due; $30,000 gross at $1.75 prices, good lease, well worth $16,500. $5,000 down with easy payment. Mr. E. L. Blevins, 129 S. Seventh St., Klamath Falls, Ore. 8243-2

Small synthetic plant and fluff-dry laundry. $15,000 terms. East Coast Florida. Address: Box 8205, **NATIONAL CLEANER & DYER.** -2

CENTRAL FLORIDA: Complete laundry, drycleaning and rug shampooing plant. Over $40,000 gross business. Price $39,000 with real estate. ADDRESS, Box 7956, NATIONAL CLEANER & DYER. -2

For sale—modern laundry and cleaning plant So. West Iowa. Stoddard solvent. Storage vault capacity of 2,500 garments. Rug cleaning equipment. 20 employees. Three routes. Military contract. Must see to appreciate. Small amount capital needed. With or without real estate—may have 10-year lease. Must sell to settle estate. **ADDRESS**, Box 8134, **NATIONAL CLEANER & DYER.** -2

Hat renovating shop and store. Equipped for new hats. Enough space for drycleaning or shoemaker. Owner wishes to retire. Best terms. Bartellino Hat Works, 713 South Kedzie Ave., Chicago 12, Illinois. 8138-2

LOS ANGELES DRYCLEANING BUSINESS. Long established concern, doing yearly volume of $250,000. High-class retail. Excellent clientele. Terms. Business can be expanded. Owner retiring. Address: Box 8168, **NATIONAL CLEANER & DYER.** -2

FOR SALE: ONE-OWNER perchlorethylene plant in fabulous Northern Summer-resort, with four factories. Established 1926. Owner retiring. Hunting, fishing, skiing, golf for leisure. NO atomic fall-out. No tornados. No floods. Excellent schools. Ten churches. Address: Box 8170, **NATIONAL CLEANER & DYER.** -2

Large, modern solvent-synthetic drive-in plant, northeastern Ohio industrial city. Building 12 years old, established 1920. $100,000 plus business, large fur vault, shirt laundry. Main business street. $125,000 complete, or sell business only. **ADDRESS**: Box 8245, **NATIONAL CLEANER & DYER.** -2

For sale: Central Indiana 140F Hoffman plant, established business. Ideal for man and wife. Reason health. Roachdale Cleaners, Box 254, Roachdale, Ind. 8248-2

New Jersey—Retail cleaning business doing over $50,000 a year business. Highest prices and best class of customers in the county—most of customers dealing here for eighteen years. Large office and working rooms have three sides ventilation. Machinery all in good condition. Sold with or without buildings. Reason for selling—old age and illness. The price is $12,000 for business only. A chance of a lifetime. Address: Box 8249, **NATIONAL CLEANER & DYER.** -2

EXCLUSIVE drycleaning business, well equipped. Good lease including living quarters, excellent for couple. TOP prices (suits $2.50 up, ladies' suits $4.50 up, ladies' coats $12.50 up, sweaters $1.50 up). Cash-and-carry, sacrifice $10,000. Easy terms, retiring. Exclusive Cleaners, 604 South Main Street, Santa Ana, California. Phone KImberly 3-7977. 8214-2

Modern synthetic drycleaning and shirt laundry, located in a suburb of New York City. All cash-and-carry, large parking area next to supermarket. Doing better than $70,000 annually. Long lease—$25,000 cash, balance on agreeable terms. Owner has other interests. Address: Box 8184, **NATIONAL CLEANER & DYER.** -2

BUSINESS OPPORTUNITIES

Plant owner has A-1 location in western Massachusetts for package plant. Need experienced man with minimum of $2,000 to participate. **ADDRESS**, Box 8124, **NATIONAL CLEANER & DYER.** -11

Partnership offered in New England laundry and drycleaning supply business. We prefer an aggressive salesman with experience. Large investment not necessary. Excellent opportunity for the right man. Address: Box 8204, **NATIONAL CLEANER & DYER.** -11

DRYCLEANING PLANT—Piedmont, N. C. Cash-and-carry. Gross sales $19,000, ask $16,000. Good deal for cash, quick sale. Details on request. Ref. B-9301. **MANUFACTURERS & DISTRIBUTORS** (clothes cleaning equipment). The Los Angeles area, Calif. Established 32 years. R.E. (162' x 135') and 2 large buildings. 25 employees. Excellent franchises and top equipment. Product and reputation unsurpassed. Write for details. Ref. 23518. **DRYCLEANING PLANT**—N. E. Va. Population 90,000. Established 46 years. Most modern plant in city. Net profit $20,000, ask $40,000. Details on request. Ref. B-42707. **BUSINESS MART OF AMERICA,** 6425 Hollywood Blvd., Los Angeles, Calif. 8242-11

HELP WANTED

LAUNDRY-DRYCLEANING SUPERINTENDENT, LARGE CITY VIRGINIA. GIVE EXPERIENCE, AGE, REFERENCES, SALARY. Address: Box 8167, **NATIONAL CLEANER & DYER.** -7

MAN WITH MANAGEMENT ABILITY CAPABLE OF TRAINING AND SUPERVISING HELP AND WITH SOME KNOWLEDGE OF PLANT MAINTENANCE. DRIVE-IN PLANT, WELL LOCATED IN OHIO, DOING IN EXCESS OF $100,000 YEARLY AND STILL GROWING. GOOD FUTURE. STATE FULL QUALIFICATIONS INCLUDING PAST EXPERIENCE, EDUCATION, AGE AND PRESENT SALARY. ALL REPLIES CONFIDENTIAL. Address: Box 8208, **NATIONAL CLEANER & DYER.** -7

WORKING MANAGER: Cleaning plant and shirt laundry. Guarantee of $6,250 first year based on salary and percentage. **OPPORTUNITY TO BUY PART OF BUSINESS OUT OF PROFITS.** Send photo and complete information. **ADDRESS:** Box 8226, **NATIONAL CLEANER & DYER.** -7

Man, or man and wife combination, capable of managing dry cleaning department employing ten. Must be able to train and supervise help. Up to date plant. Good future. State full qualifications, including past experience, education, age, and present salary. Midwest location. Address: Box 8162, **NATIONAL CLEANER & DYER.** -7

Wanted: an experienced woman silk and wool spotter in a small shop. Write Bowman Cleaners, Box 537, Bowman, N. Dakota. 8230-7

SPOTTER: All-around man. Modern quality solvent retail plant. Good salary. Steady position. 5-day week. Give age, experience, salary and references. **ADDRESS:** Box 8018, **NATIONAL CLEANER & DYER.** -7

Expert spotter-cleaner. Capable young man to train as manager. New synthetic plant in Chicago. Give job history and experience. Address: Box 8194, NATIONAL CLEANER & DYER. -7

Managers: Here is a job that's a challenge. Our present managers are earning annually from $6,000 to $10,000 plus. If you are a quality operator, can train and handle help, can clean and spot, and are willing to relocate to where we have openings in Ohio, namely, Sandusky, Newark, Warren and Youngstown. All plants are new and air-conditioned. Contact Mr. Weiss, LaFrance Dry Cleaners, Inc., 64 S. Fruit St., Youngstown, Ohio. 8247-7

HELP WANTED—WORKING LAUNDRY MANAGER EXPERIENCED IN ALL PHASES. ABLE TO TRAIN AND HANDLE HELP AND TO ASSUME COMPLETE CHARGE OF FAMILY LAUNDRY OPERATION WITH TWELVE EMPLOYEES. COMBINATION PLANT. R. D. MILLER, MILLER'S LAUNDRY & DRYCLEANERS, WAPAKONETA, OHIO. 8250-7

SITUATIONS WANTED

Young working manager, N.I.D. graduate, is looking for a job with future. Preferably in Colorado, Oregon or Nevada. Expert spotter, sales experience, healthy and dependable. References on request. P.G., 10 Hamilton Court, Whippany, N. J. 8212-5

Manager's position wanted, plant where owner is going to retire, with privilege of buying. Family man, strictly sober, highly technical. 21 years experience, will consider try-out basis first. ADDRESS, Box 7917, **NATIONAL CLEANER & DYER.** -5

MANAGEMENT: A veteran of 25 broad practical years of drycleaning-laundry experience (mostly production), background of business management and accounting, and college-educated, wishes future efforts devoted to exploring new and efficient methods of doing things, creative ideas and perspective planning and expansion, promotion and exploitation, etc. Would like association with a respected and staid concern that seeks infusion. Address: Box 8197, **NATIONAL CLEANER & DYER.** -5

PLANT MANAGER'S POSITION WANTED. 25 years experience in all departments of drycleaning. Capable of training help. Age 42, married. Prefer Long Island. **ADDRESS,** Box 8147, **NATIONAL CLEANER & DYER.** -5

Manager, 34, sober, conscientious, cost-conscious, 15 years experience all phases drycleaning, knows various lot systems, how to train and utilize help. Definitely take-charge type, seeks position with future, quality-minded organization. Salary plus incentive. **ADDRESS:** Box 8232, **NATIONAL CLEANER & DYER.** -5

Young man, 30, ambitious, family. 12 years diversified experience, knowledge of wet and drycleaning and finishing procedures, seeks position as chemical or equipment salesman. Small following among cleaners in New York City. For further information, **ADDRESS:** Box 8225, **NATIONAL CLEANER & DYER.** -5

Position wanted—East Coast preferred, drive-in or any size plant. Thoroughly experienced in all phases of drycleaning and management. Address: Box 8209, **NATIONAL CLEANER & DYER.** -5

SITUATIONS WANTED (Cont'd)

TOP NOTCH MANAGER 40 years of age wants management position or assistant to owner of quality plant. Present employer uses only small portion my broad capabilities including business management, sales, production, training of help. Capable taking charge of plant or entire business. Minimum salary $150 week plus percentage. Prefer New York City or commuting area. **ADDRESS:** Box 8238, **NATIONAL CLEANER & DYER.** -5

Position as manager in quality drycleaning plant. Years of experience in all phases of the industry. Can handle help and maintain production and quality at minimum cost. Can furnish the best of references. Would consider leasing with privilege of buying. Midwest or Central states preferred. **ADDRESS:** Box 8246, **NATIONAL CLEANER & DYER.** -5

SALESMEN-DISTRIBUTORS WANTED

Salesman with a large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirotta Company, 620 Smith St., Brooklyn 31, N. Y. 5371-14

DISTRIBUTORS-INDEPENDENT SALESMEN sell our high-profit, no inventory register forms for drycleaners and laundries. **We make any form to fit any register. Low prices—Fast delivery—Repeat sales. Free catalog.** Automatic Salesbook Company, Willimantic, Conn. 7656-14

Salesman to call on cleaners to sell the amazing new chemical, Prep, Glamorette, for cleaning fur and furlike garments. Good opportunity, excellent territory still available. Write or wire today for full details. Hudson Fur Cleaning Co., 101-113 Cranston Street, Providence 7, R. I., JAackson 1-6767. 8229-14

DEALERS AND JOBBERS wanted to represent manufacturers in sale of new and revolutionary pleat holder, the only equipment of its kind on the market. A time and money saver for every cleaning plant. For details and descriptive literature write: **RITE-TEMP MANUFACTURING CO.,** Rogers, Ark. 8251-14

MANUFACTURERS' REPRESENTATIVES

Long-established converter and printer of polyethylene, cellophane and combination bags, doing considerable volume to laundries and laundry supply jobbers, seeks to increase distribution. Excellent opportunity to handle popular repeat business items. Please write background and other lines carried to Box 8228, **NATIONAL CLEANER & DYER.** -19

CONSULTANTS

DOCTOR OF SICK CLEANING PLANTS serving New York, New Jersey, Connecticut. Is your plant suffering from productive labor or sales pains? Let me give your system a complete check-up. Production, quality, sales counsel; prices reasonable. **ADDRESS:** Box 8237, **NATIONAL CLEANER & DYER.** -25

LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE,** 53 Auburn St., Concord, N. H. 3635-25

48-HOUR ANALYSIS SERVICE. Keep customer goodwill. Reports accepted by customers, retailers, legal authorities. Plant facilities available for corrective work. Low rates. FREEMAN TEXTILE RESEARCH LABORATORIES, 4 Commercial Street, Malden 48, Mass. 7577-25

IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, RT. 3, CHARLOTTESVILLE, VA.** 6040-25

NOTICE TO ADVERTISERS

In order to maintain a regular publication schedule, all classified advertisements must be received no later than the 10th of the month preceding that in which the advertisement is to appear.

TRAINING SCHOOLS AND INSTRUCTIONS

HUBBARD DRYCLEANING AND REDYEING SCHOOL, Route 3, Charlottesville, Virginia. Courses offered in drycleaning (petroleum and synthetic), spotting, wetcleaning and dyeing. Study while you work and do both to advance yourself. Catalog sent on request. **A CORRESPONDENCE SCHOOL SERVING THE INDUSTRY SINCE 1938.** 5902-15

DO INVISIBLE REWEAVING IN YOUR OWN SHOP. Tremendous profits for you by giving your customers finest work **AND** prompt service. We teach you how to make tears, cuts, holes disappear from all clothing and fabrics. Earnings up to $10 in an hour. Learn in days with the original Fabricon method. First in the field. A professional home study course. Write for **FREE** details. Fabricon, Dept. RR, 8342 S. Prairie, Chicago 19, Ill. 7544-15

LEARN TAILORING, REPAIRING in one of America's finest tailoring schools. 100-hour course $75. Empire Institute of Tailoring, 422-A East Fifth St., Hazleton, Pa. 7129-15

LEARN TAILORING, REPAIRING, DESIGNING and CUTTING on men's and women's garments. (3 separate books.) Free booklets describing these books sent on request. Resident courses also. Master Designer, Dept. K, 400 S. State Street, Chicago, Ill. 5670-15

BUSINESS SERVICE

STORAGE RECEIPT BOOKS numbered 75 sets shipped same day $1.50, additional books $1.00 prepaid. Send for free sample. David Matthews Co., 101 Cranston St., Providence, R. I. 7989-10

DIRECT MAIL ADVERTISING for cleaners that gets new business at low cost . . . reactivates old customers. Write for free samples of famous Kolorcards. Reba Martin, Inc., 4201 N. W. 2nd Ave., Miami 37, Fla. 5974-10

P. S.
YOU CAN CLEAN FURS
WITH FUR-FEEL CHEMICALS
7929-10

Double-breasted suit coats made single. $9.95 wholesale. Tailoring, any kind. By mail: Talis & Company, 11 Pleasant St., Worcester, Mass. 8137-10

MISCELLANEOUS

FANTASTIC: So much advertising for so little money . . . One gross fine quality combs, pocket and purse, gold-imprinted to your specifications (up to 36 letters) for only $5. Use as gifts to customers or as door openers on solicitations. Orders filled same day received. Send cash or check to Darko Products Co., Dept. N, 2659-61 Shelby Street, Indianapolis 3, Indiana. 8220-8

SAVE TIME, MONEY AND CUSTOMERS: The E Z Darko drapery pricer is the quickest, easiest, and most accurate drapery pricer ever devised. It instantly gives you the exact price to the penny on any drape 2' x 4' up to 10'6" x 9'9" in 3-inch intervals, at rates ranging from 3¢ to 5¢ per square foot in ½¢ graduations. Regularly priced at only $5, special introductory offer, two for $5. Order filled same day received. Just send $5 cash or check to Darko Products Co., Dept. N, 2659-61 Shelby Street, Indianapolis 3, Indiana. 8221-8

BEST SIGN VALUE FOR CLEANERS. Four colorful 21 x 28 paper posters and ten assorted pennants and streamers all for $5. Shipped prepaid if check accompanies order. Geo. Auress Co., 1605 Tower Grove Avenue, St. Louis 10, Mo. 8227-8

Paper streamer signs for your windows. For cleaners and tailors, in fluorescent color, size 11 x 35 inches, large assortment. Regular price 75¢ each. As a special offer will send 4 signs and catalog for $2. Royal Signs, 472 Ferry St., Newark, N. J. 8231-8

MERCHANDISE FOR SALE

MANUFACTURER SELLING OUT SURPLUS 24 x 36 NYLON LAUNDRY NETS, $13.50 PER DOZEN, FINEST QUALITY, SUPPLY LIMITED. L. S. SUPPLY COMPANY, 168 TRENTON AVENUE, WHITE PLAINS, NEW YORK. 7717-45

SEWING ROOM SUPPLIES

BARGAINS—100 TALON TROUSER ZIPPERS, $11.50, 24 SUEDE LEATHER ELBOW PATCHES, $4.00. Ask for free price list of tailor trimmings, buttons, thread, tags, pins, complete line. Nassau Notionhouse, Nassau, N. Y. 5639-42

SUEDE AND LEATHER SERVICES

SUEDES AND LEATHERS cleaned and dyed to perfection. Prompt service. Fully insured. Any jacket $3.75. Ship to **THE SUEDE KING,** 1511 East State Street, Sharon, Pa., Member of S.L.R.A. 5234-13

Suede and Leather cleaned and refinished—Jacket $3.50, Topper $5.00, Coat, $6.00. To change the color of suede, 50% more. Advance Leather Coloring, 1628 Pitkin Ave., Brooklyn 12, N. Y. 5849-13

Suede and Leather Specialists. "Lano-Lustre" process. Member S.L.R.A. Natural oils, color and softness restores. Send for information folder and price list. Free window display sign with first job. One-week service. Send to—Wardrobe Service, 1304 McGee, Kansas City, Missouri. 8088-13

SUEDE and LEATHER—Cleaned, dyed, refinished. Guaranteed **"TRENCH-TEX"** process. Jackets—$5, coats—$10. **LaFRANCE DYE HOUSE,** 946 Shehy St., Youngstown, Ohio. 7947-13

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. **C.O.D. CLEANING & DYEING CO.,** 1430 Harrison St., Davenport, Iowa. 6055-13

NEW ENGLAND QUALITY suede, leather and glove refinishing service now available to you. 10-day service. Member S.L.R.A. **TOWNE & COUNTRY CRAFTSMEN,** 48 Chandler St., Worcester, Mass. 8236-13

WHOLESALE DYEING FOR THE TRADE

Our 43 years' experience, your assurance of quality on wholesale dye work. "We Know How." WHITE'S, INC., Cleaners & Dyers, 2487 Texas Ave., Shreveport, La. 5459-12

LOEBL DYEING IS THE FINEST QUALITY PRODUCED. All garments are deluxe semi-finished, wrinkle-free, soft feel, easy-to-press. Individual inspection of each piece assures satisfaction or money back. We specialize in draperies, slipcovers and rugs. Loebl's dye all colors every day. Quick service to parcel-post shippers always. Use **LOEBL'S EXPERT WHOLESALE DYEING SERVICE NOW** for better work—bigger profits. **LOEBL DYE WORKS, INC., 348 W. SALEM AVE., ROANOKE, VA.** 7003-12

SHARP'S REDYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY. We are now located in a large building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-12

Dyeing Is Our Business—"Science in the Art of Dyeing" by the **South's** most modern dyehouse. Our 24- to 48-hour **SERVICE** on garments, household items and rugs is unmatched. Let's get acquainted **NOW** for bigger profits. **DUFFEN DYE WORKS, 2211 County St., Portsmouth, Virginia.** 7638-12

For years our **EASY-TO-FINISH DYED WORK** has pleased the most discriminating customer. For **PROMPT SERVICE** and the **FINEST DYEING** of garments, rugs, drapes, slipcovers, suedes, leathers, try **SENECA DYERS, INC., 1137 MAPLE ST., ROCHESTER 11, N. Y.** 7856-12

REWEAVING

REWEAVING BY THE SUPERIOR FRENCH PROCESS. MOTH-HOLES, BURNS, ETC., REWOVEN TO THE EXACT PATTERN. COAST-TO-COAST. MODERATE PRICES. SMALL DAMAGES RETURNED SAME DAY RECEIVED. SATISFACTION GUARANTEED. SEND A TRIAL ORDER TODAY. R. M. WEISSERT, 315 NORTH 7TH ST., ST. LOUIS, MO. 5545-29

REWEAVING. Complete **SALES KIT FREE** including signs, advertising mats, instruction book, **PRICING CHART,** work tickets and envelopes at **NO CHARGE.** A prompt efficient **WHOLESALE** service at a **MODERATE COST.** We reweave the exact pattern in all fabrics. Our complete reweaving service will make you a satisfied, permanent customer. Send garment for estimate. Open accounts if desired. Return postage paid. **MONEY BACK GUARANTEE. CINCINNATI REPAIR SERVICE,** 413 Race St., Cincinnati 2, Ohio. 6066-29

"40% PROFIT WITHOUT INVESTMENT." Send us garments with burns, rips, holes to be skillfully rewoven by the exclusive **WONDERWEAVE** method. 100 operators, fast service. All work guaranteed for life of garment. No investment, time or labor required. OR, do your own reweaving. We sell equipment for $12 complete with instructions. Replacement points $6 each. Write to Wonder Weavers, established 1899, 44 Whalley Avenue, Dept. 9, New Haven, Connecticut. 3298-29

HEDDA MOHL, REWEAVER, formerly **VIENNA, PARIS.** Original French weaving, reweaving, stoting, invisible mending. Holes, burns and tears expertly rewoven. Quick service. Satisfaction guaranteed. Wholesale prices. Return postage paid 48-hour service. (Promotion kit free.) Hedda Mohl, Reweaver, Colorado Springs, Colorado East of Chicago, Hedda Mohl, 832 Montrose Ave., Chicago 13. 4839-29

REWEAVING (Cont'd)

RE-WEAVING AT LOWEST WHOLESALE PRICES, 1-day service, we pay return postage, work guaranteed for the life of the garment. Satisfaction or no charge. Special low prices on large damages. Free estimates in advance if requested. Write for free signs, pricing rulers, labels. **THRIFTY WEAVERS,** 1412 Adams St., Toledo 2, Ohio. 7446-29

ADAMS WEAVING COMPANY the best known name in Re-weaving. Burns, moth holes, rips in garments, linens and sweaters. An extra service for you to offer with an excellent profit. Top-quality workmanship that will avoid trouble with plant damages. Quick and guaranteed service. **ADAMS WEAVING COMPANY,** 1010 Republic Building, Chicago, Illinois. 5470-29

The old reliable **"BERGER DAMAGE REWEAVING"** serving the cleaners and tailors trade almost forty years. The finest type of skilled work only. Prompt service, reasonably priced. Our work wins you good will. Estimates cheerfully made. Return postage paid by us. If you want the "Best," mail your jobs to **"BERGER DAMAGE REWEAVING COMPANY,"** 745 Madison Ave., New York 21, N. Y. 5966-29

MONEY BACK GUARANTEED REWEAVING. Best possible methods. None better. Display signs, pricing charts, etc. We supply at no charge everything necessary to sell this fine service. Liberal discount. Open accounts. Return postage paid. Send garment for estimate or ask for Sales Kit. **WEAVE MASTERS,** 415 Race St., Cincinnati 2, Ohio. 7369-29

REWEAVING, ONE-DAY SERVICE: Cigarette burns, moth-holes, tears, spots in clothes, linens, rugs, upholstery fabrics, like new. Small jobs returned same day. Send garments for estimate. **GIVE US A TRIAL.** You'll be amazed to see the difference between our work and what you've been getting. Established 1910. American Textile Weaving Co., 5 N. Wabash Ave., Chicago 2, Ill. 5516-29

FRENCH REWEAVING BY EUROPEAN ARTISTS. GUARANTEED FINEST YOU HAVE EVER SEEN. OVER 300 SATISFIED CUSTOMERS. SEND GARMENTS TO: MAFFE WEAVING CO., 153-27 HILLSIDE AVE., JAMAICA 32, N. Y. 7854-29

REWEAVING INSTRUCTIONS

LEARN INVISIBLE REWEAVING—complete instructions and supplies $10. **NOTHING MORE TO BUY.** If you can't reweave in 30 days, $10 worth **FREE.** Jacks Service, P.O. Box 345-N, Freeport, Illinois. 8133-32

MACHINERY FOR SALE

42 x 54 Gross washer—2 years old. 36 x 54 Gross washer, above belt-driven. 40" Gross extractor, motor-driven—excellent 5M gal. Gross filter. 75-125 gal. Gross still. Other miscellaneous equipment. No reasonable offer refused. **NEW DREMAN CLEANERS,** 6612 Pennsylvania Ave., Cleveland 3, Ohio. 8102-4

Automatic Packaged Steam Boilers—Write manufacturer for quotation. **W & D Boiler & Welding Co., Inc., 2525 Canton Street, Dallas, Texas.** 8106-4

Complete Pantex Stoddard solvent drycleaning unit. Pipings, motor and overhead tanks included. Good condition. Reasonable. Hollywood Cleaners, 834 Penn Ave., Wyomissing, Pa., FR 5-4515. 8215-4

For sale: Butler 105g petroleum washer-extractor, 5,000 g.p.h. screen scraper, air blow Big-Flo filter, 1 filter pump and motor, 2 solvent pumps and motors, large button trap, all air valves plus spare. This high production 2 bath combination has been used only half days for four years. Price $6,500. Valparaiso Drycleaning Works, 13 Washington, Valparaiso, Ind. 8222-4

For Sale: 700 gal. hot water tank and coils, 4 Hoffman XC05 pressing machines, 1 Hoffman 54" pressing machine, 1 24" Hoffman extractor, 1 Pantex shirt sleever, 1 Hoffman 45 lb. tumbler, 1 Glover dress stretching machine, 1 Glover dress finishing machine, 1 Glover pants stretcher, 1 Glover spotting board. **ADDRESS:** Box 8224, **NATIONAL CLEANER & DYER.** -4

Sec 18 lb. perc unit, Hoyt Solvo-Miser, 50 lb. laundry washer, 20" extractor, 25 gal. starch cooker, hot water heater, 2-girl shirt unit, laundry apparel press, 10 hp. boiler, 30 x 48 Hoffman 140 washer, 30" extractor. Need the room. Write or phone, Louis Vitsas, 1685 Fifth Ave., McKeesport, Pa. 8240-4

For sale: Well-equipped solvent plant in west central Texas oil center which has permanent air base. Annual volume over $25,000, 90% cash-and-carry. Has great potential. Owner tired. Price $12,500. **ADDRESS:** Box 8241, **NATIONAL CLEANER & DYER.** -4

Model P-1 Adjusta-Forms, certified rebuilt with factory parts . . . only $169. Satisfaction guaranteed. Write, wire or call collect. Saxe-Freeman Co., Omaha, Nebr., JAckson 2133. 8244-4

MACHINERY FOR SALE (Cont'd)

CLEVELAND open-end 10-foot **RUG BEATER.** Also 3 **HP. CONNERSVILLE RUG VACUUM.** Excellent condition. Appel's Crystal Cleaners, 6th and Central, Dubuque, Iowa. 8252-4

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Watch for these and other dollars-and-cents features in your October issue.

A

Adco, Inc. 58–59
Almore Dye House 102
American Cleaners Equipment Co., Div. of The American Laundry Machinery Co. 51, 52
Anderson-Prichard Oil Corp. 79

B

Behrstock Co. L. 108
Bishop David Freeman Co. 25
Bock Laundry Machine Co. 110
Braun Inc., G. A. 103
Butler Manufacturing Co. . . . . 4th Cover

C

Caled Products Co., Inc. 67
Cissell Mfg. Co., Inc., W. M. . . 43, 45, 47
Columbia Boiler Co. of Pottstown . . 70
Columbia-Southern Chemical Corp. . . 55
Cook Machinery Co., Inc. 94
Cravenette Co., The, U.S.A. 97

D

Darco Chemical Div., Atlas Powder Co. 16–17
Davies-Young Soap Co., The 1
Detrex Chemical Industries, Inc. . . . . 33, 34, 3rd Cover
Diamond Alkali Co. 93
Dicalite Division, Great Lakes Carbon Corp. 41
Dow Chemical Co., The 84

E

Eaton Chemical & Dyestuff Co. 77
Emery Industries, Inc. 31

F

Fur-Feel Process Corp. 110

G

Glover, Inc., Bill 105
Greenville Chemical Co. 100

H

Haertel Co., Walter 87
Hammond Laundry-Cleaning Machinery Co. 13
Hopkins Equipment Co. 106
Hoyt Manufacturing Corp. 38–39
Huebsch Manufacturing Co. 75

I

International Harvester Co. 8–9
International Paper Co. 81

J

Johns-Manville . . . . . Second Cover

K

Keyes-Davis Co., The 109
Kohnstamm & Co., Inc., H. 108

L

Lattner Manufacturing Co., P. M. . . . 104
Lincoln Bag Co., Inc. 21
Lookout Boiler & Manufacturing Co. 108

M

Manitowoc Engineering Corp. 22–23
Marlow Pumps, Division of Bell & Gossett Co. 65
Mercury Cleaning Systems, Inc. 61
Minneapolis-Honeywell Regulator Co. 48–49
Multi-Clean Products, Inc. 73

N

National Cleaner & Dyer 2–3, 26
National Indemnity Exchange 110
Newhouse Co. 107
Nicholson & Co., W. H. 101

O

Olson Filtration Engineers 83

P

P & H Industries, Inc. 110
Pantex Manufacturing Corp. 6–7
Parker Boiler Manufacturing Co., Sid E. 12
Pre-Marked Strip Tag Co. 19

Q

Quality Products Co. 106

R

Recordak Corp. 35
Reliable Machine Works, Inc. 105
Roma Corp. 109

S

Sarco Co., Inc., ... 57, 99
Shell Oil Co. 11
Signal Chemical Mfg. Co. 72
Starchroom Laundry Journal 82
Steamaster Boiler Co. 109
Steinway System 107
Street & Co., Inc., R. R. 5

T

Textile Marking Machine Co., Inc. . . 110

U

Unipress Co., The 108

V

Vic Cleaning Machine Co. 27, 69
Viking Pump Co. 92

W

Warco Laboratories 15
Washex Machinery Corp. 91
White Machine Co., Inc. 85
Wichita Precision Tool Co., Inc. 89
Wilson Chemical Co., A. L. 63

OUR READERS SAY

Seeks Lost Father

To the Editor:

Your address has been given to me in hopes that maybe you can help me. I am 33 years old and have never seen my father. He and my uncle were supposed to have had a chain of drycleaners in Florida.

That was back in 1924 or '25. My father's name was Joe Fox and my uncle's name was Harry Friedman. He came from New York, then went to Jackson, Mich., and then Benton Harbor. He worked for the Dutch Cleaners there. And from there he and my uncle were to have gone into their own business.

If you folks could be of any help in any way it would surely be appreciated.

MRS. DONALD WOLFORD
423 Hubbard St.
Battle Creek, Mich.

Possibly some reader will be able to give the writer a clue to her father's whereabouts.—EDITOR

NCD—NID Confused

To the Editor:

As we are very satisfied with your NATIONAL CLEANER & DYER magazine, we want to renew our subscription for the next year.

We want, however, to ask you for something. In our letter we asked you for 10 NID symbols as mentioned in your magazine. We did not receive them and hope you will send us these symbols as soon as possible.

A. DE GRAEVE
Spencer Shop
Ghent, Belgium

The reason you have not received the NID emblems is because you must obtain them directly from the National Institute of Drycleaning, Silver Spring, Maryland. While there is great similarity in the names of the Institute and our magazine, there is no connection between the two. As we stated in our previous letter, it will be necessary for you to make this request direct to the NID.—EDITOR

Progress in Rhodesia

To the Editor:

I would like to take this opportunity of thanking you for a very pleasant interview I had with you, whilst on my way to the NID in Maryland last January.

I am now back in Rhodesia building our new plant which I hope to open by the end of July. What with all the new equipment I bought at the convention and all that I learnt at the NID, Rhodesia should get a standard of cleaning never before experienced.

R. C. STANTON
Drive-In-Cleaners
Salisbury, Southern Rhodesia

High Solvent Costs

To the Editor:

We feel that we are consuming too much Stoddard solvent, therefore assume that we possibly have a leak in our underground tanks.

We would like a cost analysis—gallons per dollar value.

Our basic prices, all retail, $1.35 full garments, 70 cents half garments.

HARRY MILLER
General Manager, Manhattan Cleaners
Alliance, Ohio

The average plant charging the prices you do will generally have solvent costs in the neighborhood of 1½ percent of gross sales. If your costs are in excess of this, we suggest you test your tanks. At the close of the week's business, take a reading with a gauge stick. Then, before you operate on Monday morning, take another reading. If there is a discrepancy, obviously you have a leak.

Another reason for high solvent cost may be that there is too much solvent retained in the garments after extraction. If your tanks do not have a leak, here's a simple test for solvent retention. (1) select a test load and predry; (2) weigh before cleaning; (3) clean, drain and extract; (4) weigh load; (5) deodorize and reweigh.

The load is predried and weighed to determine the actual weight of the garments without moisture. The only variable remaining is the weight of the sol present, which is negligible. After draining and extraction, the load is weighed. Increased weight is due to solvent present and the moisture, if any, added during cleaning. If you add the water by hand it is a simple matter to determine the liquid weight of the moisture, since this amounts to 16 ounces per pint. If you use some controlled device to introduce moisture, then calculate this on the basis of ½ ounce per pound of garments in the load. Your test may come out something like this:

Weight after predrying—50 lb.
Weight after extraction—58½ lb.
Amount of water added to load—
32 oz. (2 lb.)

Calculation—	58.5 lb.
less	2.0
	56.5 lb.
Predried weight	50.0
	6.5 lb. = wt. of solvent

(solvent weight) 6.5 ÷ 50 (dry weight) = .13 or 13 percent solvent retention

Solvent retention should normally fall between 12 and 18 percent.

It may be that your cleaner is not draining the loads long enough, is overloading the extractor, or not extracting sufficiently.—EDITOR

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:
The Editor
National Cleaner & Dyer
305 East 45th Street
New York 17, N. Y.

Troubled Turk

To the Editor:

I got your letter and Guidebook; I like it. Thank you very much.

I am a veterinary. I have a drycleaner shop, but it is so simple I wish to improve it with new equipment. Of course, at the present it is impossible because the Turkey Government doesn't give dollars for it. If it is possible I want to buy a drycleaning press; I think that very difficult for me.

Do you help me? How I can have a press and other equipment? Explain, please?

SEDAT GUNGOREN
Balikesir, Turkey

The Guidebook you received lists all the latest American equipment including prices. Just how you can solve the money exchange problem is something we cannot answer. Perhaps it is possible to file a request with your government for the release of the funds needed. Then, too, it may be that your country has reciprocal arrangements with European nations where the money exchange is not so restricted. We wish you luck in your efforts to buy this equipment.—EDITOR

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